

LIFE



BALLERINA

DECEMBER 5, 1938

10 CENTS



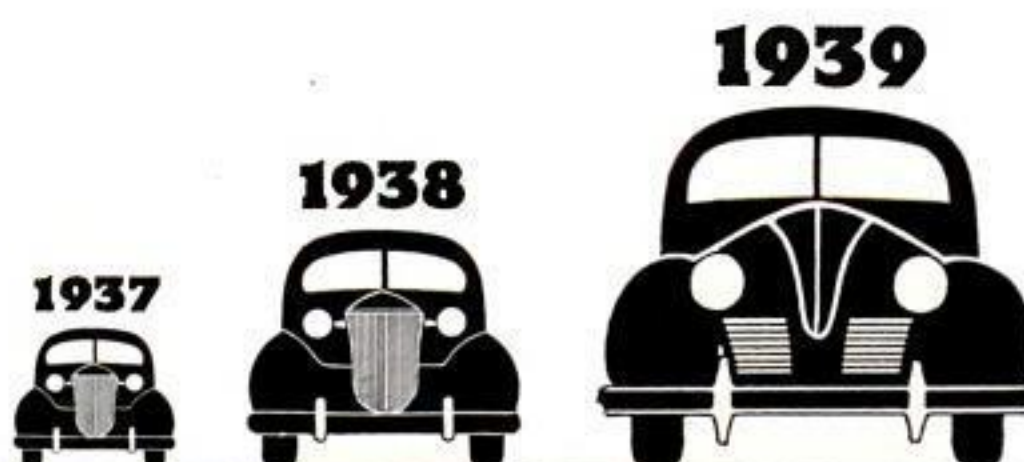
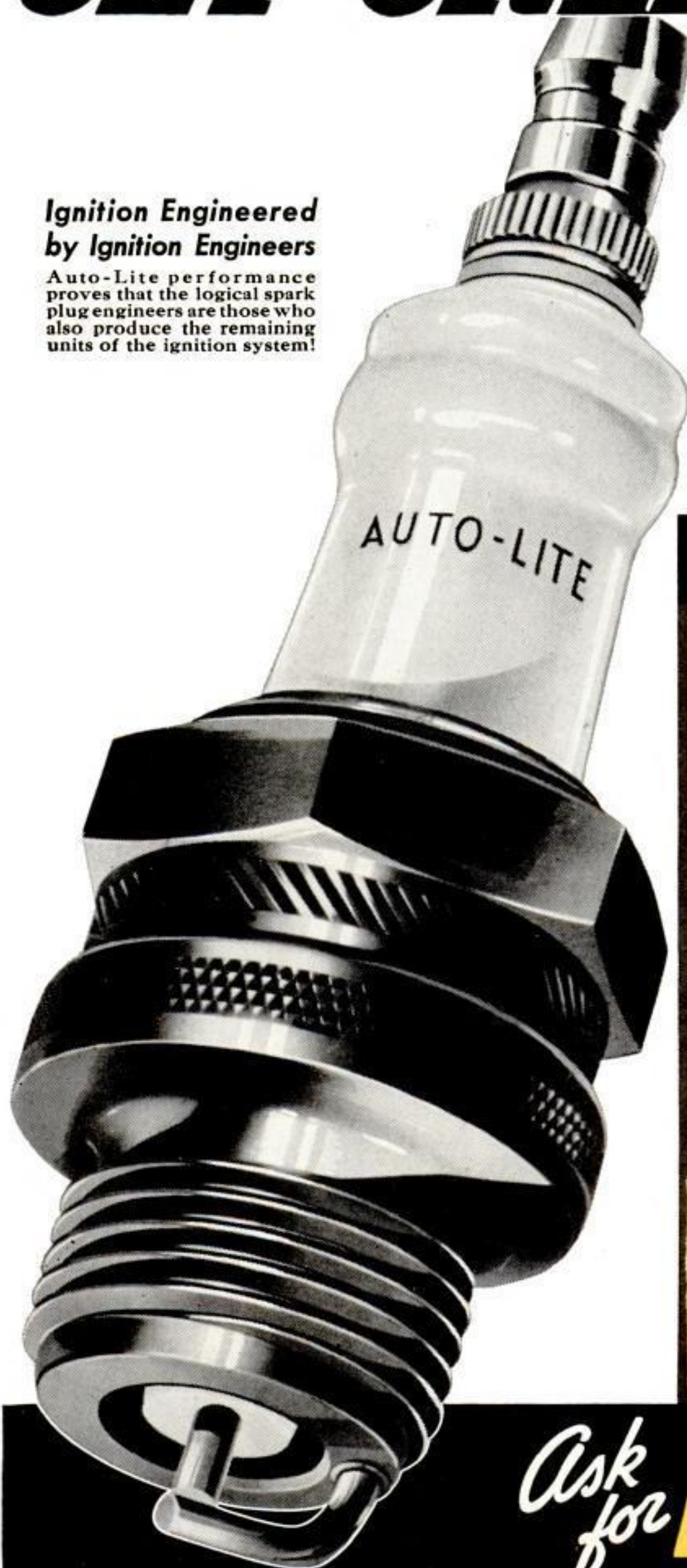
NEW **AUTO-LITE** IGNITION ENGINEERED **SPARK PLUGS**

GET GREAT RECEPTION!

Ignition Engineered by Ignition Engineers

Auto-Lite performance proves that the logical spark plug engineers are those who also produce the remaining units of the ignition system!

Scientific New Spark Plug Design Steps Up
Car Performance...Saves Gasoline...



STANDARD EQUIPMENT

THESE MANUFACTURERS NOW INSTALL AUTO-LITE SPARK PLUGS AS STANDARD FACTORY EQUIPMENT

MOTORCARS

CHRYSLER
DE SOTO
DODGE
NASH (Lafayette)
PLYMOUTH
(De Luxe)
AMERICAN BANTAM

TRUCKS

BIEDERMAN
DIAMOND T
DODGE
GOTFREDSON
GRAMM
NELSON-LEMOON
PLYMOUTH
(Commercial)

TRACTORS

LINN
MASSEY-HARRIS
PERU

ENGINES

CHRYSLER
(Industrial)
STAR MARINE

INTRODUCED just two years ago, Auto-Lite Spark Plugs have made good on every promise we made for them.

They are rapidly changing the spark plug preference of a great group of motorists because they're ignition-engineered to make cars start easier, improve pickup and top speed, give better gasoline mileage.

Automotive engineers, who make basic changes only after absolute demonstration of improvement, are running their tests on Auto-Lites, and changing over. Look at the 1939 standard equipment list!

There is sound reason for the improvement these new-type spark plugs make in any car's performance. Engineered by the same engineers who build the remaining units of the ignition system, they *reduce electrical stress on every unit of that system.*

Put a set in your car—They're inexpensive insurance for winter driving. Your car will start easier after cold waits, display more pep on the pickup, improve its top speed, show you a noticeable saving in gas consumption!

THE ELECTRIC AUTO-LITE CO.
Toledo • Merchandising Div. • Ohio

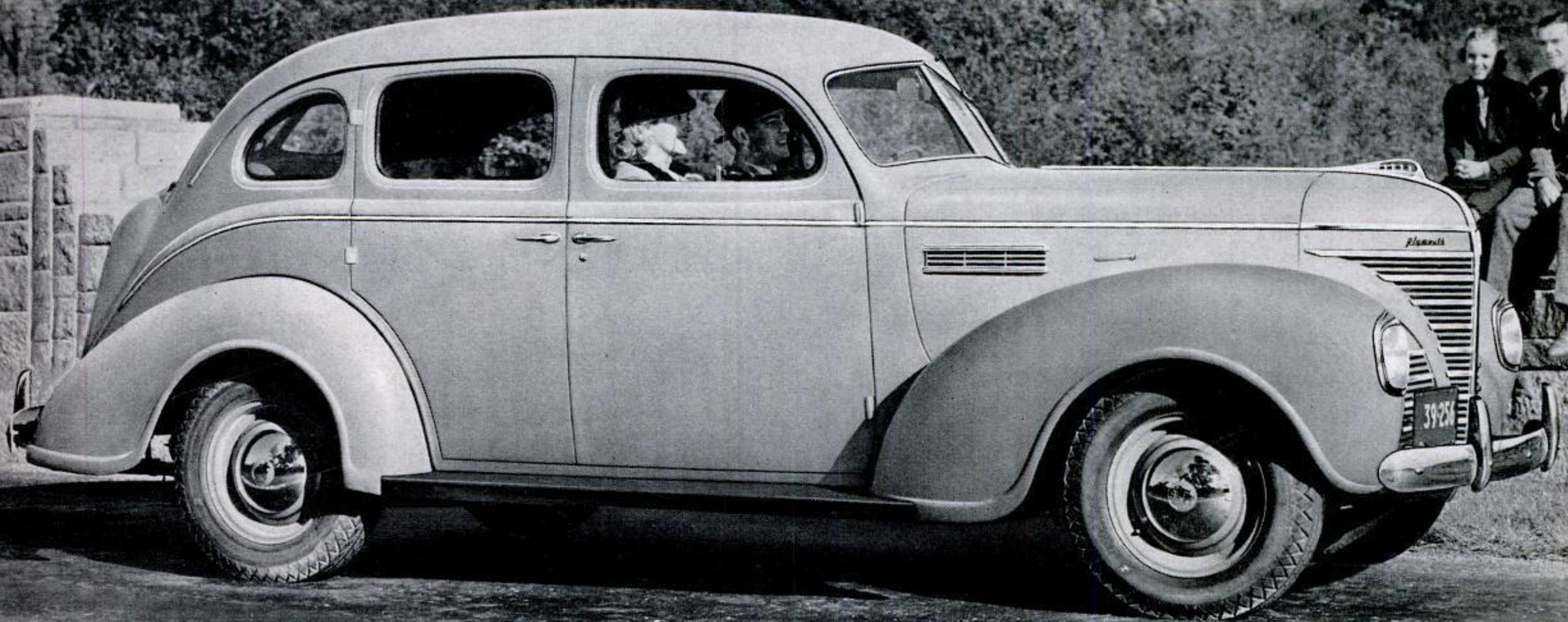
Ask for **AUTO-LITE** **SPARK PLUGS**

A Big Boost *IN EVERYTHING* But Price!

YES, THE 1939 PLYMOUTH
HAS NEW LOWER PRICES
...and look at the great features
they bring you—

1. Longer Wheelbase, now 114 in.
2. Perfected Remote Control Gear Shifting—marvelous new ease
3. New Auto-Mesh Transmission
4. New Amola Steel Coil Springs
5. New Safety Headlamps
6. New High-Torque Engine Performance with New Economy
7. "Safety Signal" Speedometer

"SO BEAUTIFUL YOU WON'T BELIEVE
IT'S A LOW-PRICED CAR!"



BEAUTIFUL NEW 1939 PLYMOUTH "DE LUXE" Four-Door Touring Sedan with time-proven hydraulic brakes and a completely rust-proofed all-steel body.

**You Pay Less but Get More—Check the Great New
Engineering Features this Big 1939 Plymouth Now Brings You**

WHEN YOU FIND what you get in this brilliant new 1939 car...it's hard to believe Plymouth can offer so much at new lower prices!

Plymouth is a bigger car with glamorous new styling and new luxury throughout. New Amola Steel Coil Springs, famed Floating Power engine mountings and improved airplane-type shock absorbers give a marvelously smooth, new ride on the roughest roads.

And you get exciting new High-Torque engine performance with *new economy*...a new driving "feel," the result of Plymouth's new True-Steady Steering.

Remarkably easy to own...your present car will probably represent a large proportion of Plymouth's low delivered price...with the balance in surprisingly low monthly instalments. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.



EASIER shifting...Perfected Remote Control Gear Shifting with All-Silent Auto-Mesh Transmission, standard on De Luxe models. Much more convenient.

EASY TO BUY

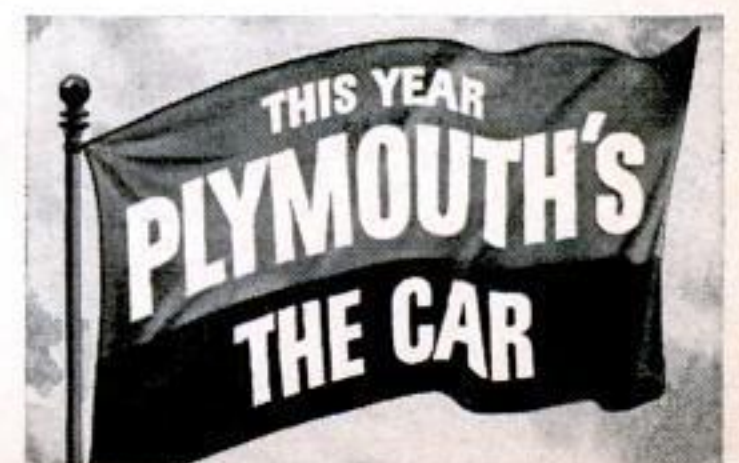
CONVENIENT TERMS

"Detroit delivered prices" include front and rear bumpers, bumper guards, spare wheel, tire and tube, foot control for headlight beam with indicator on instrument panel, ash-tray in front and rear, sun visor, safety glass and big trunk space (19.6 cu. ft.). Plymouth "Roadking" models start at \$645; "De Luxe" models slightly higher. Prices include all federal taxes. Transportation and state, local taxes, if any, not included. See your Plymouth dealer for local delivered prices.

TUNE IN MAJOR BOWES' AMATEUR HOUR, C.B.S. NETWORK, THURS., 9-10 P.M., E.S.T.

PLYMOUTH BUILDS GREAT CARS

NEW "ROADKING"
NEW "DE LUXE"





DEC. 2:

Bagley was talking to a farmer who brought pigs in today. It seems we have been buying pigs from this particular farm for nearly half a century. This man's father and grandfather too have been raising them for us—they know just the kind and size we want. It is fine to have such dependable neighbors. Their cooperation makes dependable sausage possible.

Mary P. Jones.



JONES DAIRY FARM, Mary P. Jones, President, Ft. Atkinson, Wis.



Bring the

Colorful Christmas of California

into your home!

Service for Eight \$14.95

This year—give California sunshine and color, in a complete 45-piece set of Vernon authentic California pottery. Designed by master craftsmen, every piece is guaranteed perfect, durable, and crazeproof. It's the ideal gift for any smart woman... and a good way to start your own pottery service at a real money saving. The Vernon Gift Package is featured by leading stores, in your choice of the brilliant glazes and vivid colors of "Early California," or the new delicate pastel shades of "Modern California."



Write for the free color illustrated booklet showing these designs and many exquisite decorated patterns in the complete Vernon line. Address: Vernon Kilns, 2300 E. 52nd St., Dept. 12-L, Los Angeles, California.

VERNON

AUTHENTIC CALIFORNIA POTTERY

LETTERS TO THE EDITORS

Old Age

Sirs:

Your Nov. 7 issue in which you discussed Old Age was very interesting to me, because on Dec. 12 I shall be 104 years old, and am still in good health.

But everybody looking at your magazine must think that all old people are hard up and have to get help from the



CHARLES H. BENEDICT

State. You don't say anything about the thousands of persons who are having a happy old age on pensions given them by the companies they worked for once. Swift & Company has taken care of me for many, many years as a pensioner.

CHARLES H. BENEDICT

Columbiaville, N. Y.

● Swift and many another U. S. company deserve great credit for their pension systems. But only 16% of U. S. workers are employed by companies with such systems and only 4% stay long enough in the employ of any one company to receive pensions.—ED.

Japanese Army

Sirs:

I think you will be interested in the enclosed order just issued to the commanding officers of the Fifth Battalion, Marine Corps Reserve.

WILMOT FRENCH

Washington, D. C.

Mr. French's enclosure:

MEMORANDUM FOR COMMANDING OFFICERS:—

Subject: Illustrations in LIFE suggested for instructional purposes.

Reference: (a) LIFE, 14 November 1938, pages 11, 12, 13, 14 and 62.

1. Reference shows some excellent action pictures of the Japanese Army in China.
2. These illustrations should prove of value for instructional purposes in the premises of camp sanitation and hygiene, the value of taking cover and advancing under cover.

HARVEY L. MILLER

Lieutenant Colonel, USMCR(O) Commanding

Washington, D. C.

Sirs:

In your story on the Japanese Army you say, "The officer who got shot (right) slept beside a private—an unheard-of intimacy in any Western army." This is not true.

In our own A. E. F., for instance, sometimes officers did sleep beside privates, at least when the infantry was in the advanced zone of operations. I was an officer and I spent several nights bedded down in the same fox hole with a private who had invited me to join him in the little comfort he possessed.

R. H. SUDDS

Morgantown, W. Va.

Sirs:

Maybe I can still be court-martialed for telling you that dozens of privates and non-coms in the 119th F. A., Battery A, got their heaviest load of cooties throughout A. E. F. service from sleeping beside me. I was a shavetail, blankets were a little scarce and the nights chilly.

ALLEN B. BROWN

Des Moines, Iowa

● Shavetail: a newly commissioned second lieutenant, so-called with allusion to young, unbroken army mules.—ED.

Swastika in Japan

Sirs:

Apropos the discussions concerning the history and use of the swastika in various parts of the world (LIFE, Oct. 31), it might be of interest to point out that the



(No introduction required)

(Filles de joie for sale at very cheap prices.)

swastika in reverse has been in use in Japan as a trade-mark advertisement for houses of prostitution.

A photograph of a swastika in use on a leaflet advertising a particular house of prostitution is reproduced in *The Nightless City*, a book on prostitution, written and printed in Japan in 1899. I am enclosing a copy of the advertisement.

SIMON MARCSON

Chicago, Ill.

Kids' Football

Sirs:

We were all thrilled yesterday to see the importance that LIFE (Nov. 14) had given to our school and our students. It so happened that the magazine came out at the time of our football game with our great rival, Penn Charter. It was the 52nd consecutive game between these two schools, and we won.

SAMUEL E. OSBOURN,
Head MasterGermantown Academy
Germantown, Pa.

Sirs:

LIFE, Nov. 14, says Friends' Central played at Germantown Academy. The game was played at Friends' Central. I am a student of Friends' Central and played on the 90-lb. team. I hope you will correct this mistake. The boys of the 7th Grade who played on the 90-lb. team would like you to correct this mistake.

JEROME J. TRUMPER

Bala-Cynwyd, Pa.

(continued on page 4)

RARE BARGAIN

in finest, extra-heavy

CAST ALUMINUM

with

PILLSBURY'S BEST FLOUR

This cast aluminum is highest quality, precision-finished, extra-heavy ware—no finer brand of cast aluminum can be purchased at any price. For years this type of product was sold only in private home demonstrations. It is not the ordinary "stamped" aluminum. It is not the light-weight cast aluminum usually sold at bargain prices. It is first-grade, extra-heavy cast aluminum which permits you to do perfect "waterless" cooking. It is made and guaranteed by the famous National Pressure Cooker Company.

The prices quoted below offer an amazing bargain to induce you to try Pillsbury's Best Flour. Simply cut two Pillsbury's Stars from recipe folders packed in Pillsbury's Best bags . . . send them with your money to Pillsbury Flour Mills Co., Dept. 67, Minneapolis, Minn. You will then receive the item selected, postpaid. Start your set today.

WE WANT YOU TO LEARN WHAT A FINE FLOUR PILLSBURY'S BEST IS

To get you to try Pillsbury's Best, we're making these ridiculously low prices on one of the finest brands of aluminum ware you can buy. We know that, once you find out how much Pillsbury's Best improves the quality of the simplest baked foods, you'll never want to use any other flour.

Take advantage of this offer! You'll get aluminum that will last the rest of your life . . . and a flour you'll want to use the rest of your life!



Tell your grocer
you want

ITEM 2—
Finest cast aluminum skillet, 10½-in. size, cool, sturdy handle. Conservative retail price \$2.85. Your price—

\$1.00 plus two Pillsbury's Stars from recipe folders in Pillsbury's Best Flour.

ITEM 3—
Finest cast aluminum pancake griddle, 10½-in. size, cool, sturdy handle. Conservative retail price \$2.75. Your price—

\$1.00 plus two Pillsbury's Stars from recipe folders in Pillsbury's Best Flour.

ITEM 4—
Finest cast aluminum saucepan, 1-qt. size, vapor-tight, precision-fitting cover for "waterless" cooking, cool, sturdy handle. Conservative retail price \$2.95. Your price—

\$1.00 plus two Pillsbury's Stars from recipe folders in Pillsbury's Best Flour.

ITEM 5—
Finest cast aluminum saucepan, 2-qt. size, vapor-tight, precision-fitting cover for "waterless" cooking, cool, sturdy handle. Conservative retail price \$3.75. Your price—

\$1.25 plus two Pillsbury's Stars from recipe folders in Pillsbury's Best Flour.

ITEM 6—
Finest cast aluminum saucepan, 3-qt. size, vapor-tight, precision-fitting cover for "waterless" cooking, cool, sturdy handle. Conservative retail price \$4.35. Your price—

\$1.50 plus two Pillsbury's Stars from recipe folders in Pillsbury's Best Flour.

ITEM 1— Finest cast aluminum skillet, 8-in. size, cool, sturdy handle. Conservative retail price \$2.45. Your price—
50¢ plus two Pillsbury's Stars from recipe folders in Pillsbury's Best Flour.

CAST ALUMINUM

Saves Fuel . . . Saves Food . . . Lasts a Lifetime!

With cast aluminum, you cook with a very low flame, you use fewer burners, you do roasting and baking on top of the stove. This all saves fuel. Also, you save on replacements. . . cast aluminum is practically everlasting. It is easily kept clean and glistening. And even more important, you get more out of your food, because there's no waste in "waterless" cooking. Food authorities say "waterless" cooking is the *perfect* method—as it prevents loss of valuable vitamins and minerals which are carried off in the water in ordinary cooking.

How to Get This Cast Aluminum Ware at These Amazingly Low Prices:

Simply cut two Pillsbury's Stars from the recipe folders packed in bags of Pillsbury's Best Flour. Send them, together with the name and number of the item you select, your own name and address, and the proper amount of money (cash, check, or money order—NOT STAMPS), to Pillsbury Flour Mills Co., Dept. 67, Minneapolis, Minn. Your aluminum ware will be sent you immediately, *postpaid*. We know you will want more than one piece . . . most likely you will want the whole beautiful, matched set. If so, send two Pillsbury's Stars for *each* of the pieces you want, together with the proper amount of money. This offer expires March 31, 1939. Offer good only in U. S. A.

**PILLSBURY FLOUR MILLS CO., Minneapolis, Minnesota
START A SET TODAY!**

ITEM 7— Finest cast aluminum Dutch oven, 5-qt. size, with vapor-tight, precision-fitting cover, and trivet. For top-stove roasting and baking and "waterless" cooking. Conservative retail price \$5.85. Your price—
\$2.50 plus two Pillsbury's Stars from recipe folders in Pillsbury's Best Flour.



PILLSBURY'S BEST FLOUR

This One



9NSA-N1Z-B9BH

Are you a SHIRT DOODLER?



1. ARE YOU A SLEEVE-TUGGER? Do your sleeves never seem the right length? Get an Arrow shirt—sleeves (and collars) come in *all* sizes and *stay* the right size. Every Arrow is Sanforized, fabric shrinkage *guaranteed* less than 1%!



2. ARE YOU A STUFFER-INNER? Are there always folds and folds of fabric to tuck into your trousers? Then rush to your Arrow dealer, get an Arrow shirt . . . and enjoy the smooth, neat fit of its unique *Mitoga* design.



3. OR ARE YOU A COLLAR-TWIRLER? Well, Arrow's been making collars for 77 years. And every Arrow shirt has an up-to-the-minute interpretation of the famous Arrow collar—a tailoring masterpiece that sets comfortably on your neck *always*!



4. TWO CHRISTMAS SUGGESTIONS for Shirt Doodlers. Arrow GORDON, America's favorite oxford shirt . . . only \$2. Arrow HITT, whose soft Aroset collar *looks* starched morning till night. \$2, too. Get them at your Arrow dealer's tomorrow.

ARROW SHIRTS

Sanforized-Shrunk—a new shirt free if yours shrinks out of fit

LETTERS TO THE EDITORS (continued)

Pitt

Sirs:

I was interested in LIFE's presentation of the University of Pittsburgh in the Nov. 14 issue. I think that it might be interesting to note Frank Lloyd Wright's classic comment regarding Pitt's Cathedral of Learning. When he saw it, he said, "That's the most stupendous keep-off-the-grass sign I've ever seen."

ANDREW B. POTTER JR.

Carnegie Institute of Technology
Pittsburgh, Pa.

● Frank Lloyd Wright is the bitterest critic of classic architecture. Carnegie Tech is the bitterest rival of the University of Pittsburgh.—ED.

Sirs:

You condemn Pitt's subsidized football players. Why don't you point out that subsidized football is still the general rule in our colleges?

RALPH M. BRECK

Pittsburgh, Pa.

● Latest news at the University of Pittsburgh was made on Nov. 15 when the college authorities, growing sensitive about Pitt's reputation for subsidizing its athletes, sent tuition bills to the members of the freshman football team. The players, indignant at this "breach of faith," talked of striking.—ED.

Automobiles

Sirs:

For the past several years, I have indulged in the pastime of rating the leading weeklies' "coverage" of motordom's offerings at the National Automobile Shows.

As usual, LIFE—alertly at the keyhole of the passing parade—wins heads-up!

GAR YOUNG

Ardmore, Pa.

Sirs:

I at first believed my eyes were playing tricks on me as I read "1539" on the left side of Arizona's 1939 license plate.

Let's hope that Arizona hasn't made many of these erroneous plates.

WESLEY M. KENT

Cable, Wis.

● No error. 1539 is the date of the entry into what is now Arizona by the Spanish explorer, Marcos de Niza. Arizona is celebrating the quadricentenary.—ED.

Sirs:

Why not one uniform license plate for all 49 States, so that then the automobile designers can really design a plate receiving space in every car to make it blend with the car design, rather than as now, stuck on hit-or-miss and very ugly too?

NATHAN LEVIN

Trenton, N.J.

● LIFE is inclined to view with alarm the standardization of the automobile's last vestige of untrammelled nonconformity.—ED.

Bigger Pig

Sirs:

I read in LIFE (Nov. 14) about "Oregon," the "World's Biggest Pig," in Los Angeles. It weighs 1,074 lb. I wish to correct you as we have a hog here owned and kept by Martin Berg of Kiron, Iowa. His hog weighs a little over 1,300 lb. and he is making arrangements to show him in the World's Fair next spring.

ROBERT G. KINSEY

Deloit, Iowa

Koalas in Needlepoint

Sirs:

Intrigued by the koalas depicted on LIFE's cover of Jan. 10, 1938, my wife decided to convert them into needlepoint. The photograph shows the result.

An estimate based on the early progress of the work led me to predict that the completion date would be sometime in 1957.



But spurred on by my jeers, the production rate was stepped up enormously, and the job was finished last week.

A. M. WRIGHT

Philadelphia, Pa.

● To Mrs. Wright, LIFE's compliments on an excellent job.—ED.

Other Goons

Sirs:

If Mr. J. W. Willis of Los Angeles thinks that Cartoonist Segar invented the word "Goon" (LIFE, Nov. 14), he is sadly mistaken. As long ago as 1922, Frederick Lewis Allen wrote an article for *Harper's* entitled "Goonishness" or the "Goon's Style of Writing," in which he defined a "Goon" as "a person with a heavy touch."

E. CURRENT-GARCÍA

Lincoln, Neb.

Sirs:

My mother in childhood days entrusted us, when putting us to bed at night, to the protection of our "Goon" who she assured us would stay as our protector against the terrors of the night.

LOGAN H. ROBERTS

Yakima, Wash.

Sirs:

Up in Kettleman Hills, Calif.—a very desolate spot indeed—we oil workers have developed an interesting angle on the definition of the word "Goon."

The Hills are miserably devoid of the feminine sex. Can you picture the highly emotional feeling, the "life-is-grand" attitude, the lighthearted happy-go-lucky setup that goes with the seldom sight of an attractive young lady neatly draped in a velvety soft dress showing off a wealth of womanly curves?

It is, therefore, not at all surprising that we have developed a new word for such a highly desired but rarely available creature. We just couldn't adapt any ordinary word in present usage as none could approach the superlative meaning required.

Thus the word "Goon" sprang up and spread like wildfire. The college students' and labor unions' version is most distasteful. To us the word is sacred.

HENRY J. CAVIGLI

La Habra, Calif.

KEEP YOUR
BEAN COFFEE
SUPPLY IN THIS
TRANSPARENT
CONTAINER

YOU ALWAYS
KNOW WHEN
YOU'RE RUN-
NING LOW

Only
\$9.75
delivered in U.S.A.
SLIGHTLY HIGHER
IN CANADA

MEASURING
GLASS

BEAUTIFUL
IVORY BASE

BUILT BY HOBART

YOU'LL NEVER KNOW
HOW GOOD COFFEE CAN BE *Until You*
"Grind it Fresh as You Make it"

New KITCHENAID Electric HOUSEHOLD COFFEE MILL



1. Roasted coffee bean seals in flavor-giving vegetable oils.



2. On grinding, these oils begin to evaporate very rapidly.



3. This Mill virtually "grinds coffee into your coffee pot."

WHY BUY A COFFEE MILL?

COFFEE FLAVOR depends wholly upon delicate vegetable oils, which are sealed in the roasted coffee bean. Highly evaporative, they begin to escape as soon as coffee is GROUND—and this is true of pre-ground, packed brands. Hence, the quicker you use coffee after grinding, the better—even an hour makes a differ-

ence. The KitchenAid Electric Coffee Mill virtually "grinds coffee into your coffee pot" . . . for INSTANT FRESHNESS!

"Freshly-roasted AND freshly-GROUND" is the last word in cup quality and coffee economy: better flavor from all grades, and less ground coffee per cup. Your grocer carries quality blends of coffee in the bean, and will recommend a blend to suit your taste.

a NEW Christmas Gift Idea

The KitchenAid Electric Coffee Mill is this year's "original" gift for family or friends—"something they don't have." Talk about "Christmas Cheer"! It will stimulate good spirits daily—from Christmas breakfast on. Makes

every cup of coffee BETTER than you ever thought coffee COULD be! Grinds just right for any method of making. If you don't see it at your Dealer's, telephone your local HOBART office (all larger cities) or use coupon below.

ORDER NOW FOR CHRISTMAS



The Hobart Manufacturing Co. • 1713 Penn Ave. • Troy, Ohio
FACTORIES: Troy • Dayton • Toronto • London • Paris

- ☐ Please ship one KitchenAid Household Coffee Mill (check for \$9.75 enclosed)
☐ Please ship one Mill C.O.D. ☐ Send more information on Electric Coffee Mill
☐ Send information on KitchenAid Food Mixer

Name _____
Address _____
City and State _____

ANOTHER Christmas Gift Idea

KITCHENAID—the Household Mixer that "does it all." More than an ordinary food mixer. Now obtainable at \$3.00 per month on KitchenAid Budget Plan.
BUILT BY HOBART—World's largest manufacturers of Electric Coffee Mills, Meat Choppers, Computing Scales, Slicers, Mixers, Peelers, Food Cutters, Dish and Glasswashers for Food Stores, Restaurants, Hotels, Bakeries, Hospitals, Schools, Institutions and Steamships.
Experienced Salesmen may write Salesmanager



SPEAKING OF PICTURES

Page 6



GLADYS GLAD



JEAN ACKERMAN



GLADYS GLAD

Journalist Gladys Glad retired from *Whoopie* in 1929 to marry Broadway Columnist Mark Hellinger. Soon she had her own beauty column in the *New York Daily Mirror*. Now she is in Hollywood, helping her husband write movie scripts.



JEAN ACKERMAN

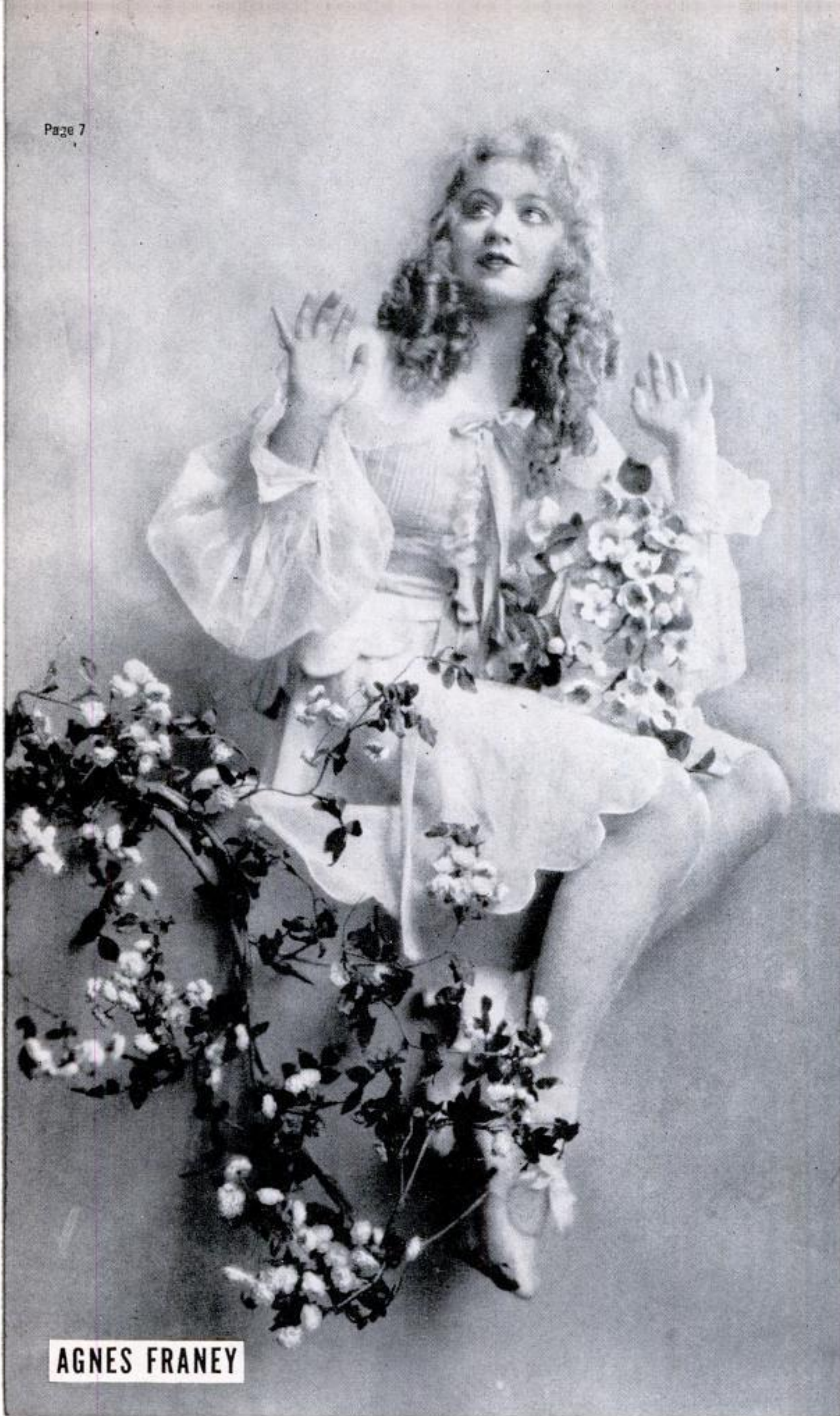
Housewife Jean Ackerman, who played an Indian Princess in *Whoopie*, and rode a white horse around the stage, has been married for seven years to Walter Hirshon, Wall Street broker. She has adopted one baby, plans to adopt another.

...THE GLORIFIED

When Florenz Ziegfeld died in 1932, he left great memories—of stars he made famous, like Sadow, Anna Held, Marilyn Miller, Ina Claire, Eddie Cantor, Will Rogers; and of shows he produced, like *Sunny, Sally, Whoopie, Rio Rita, Simple Simon* and, of course, the *Follies*. More substantial than memories, however, are the girls Ziegfeld left behind him.

These were the girls he glorified, the beautiful and desirable ladies who appeared in the Ziegfeld shows. As a group, they were the loveliest and most famous stage girls since the *Floradora* Sextet. Stately and handsome, they were invariably overdressed or underdressed but in either extreme they showed to advantage. Their stage roles were simple. They were supposed to walk around and look beautiful. Because Ziegfeld chose them carefully and coached them with exasperating patience, they did both extremely well.

In 1934, when Metro-Goldwyn-Mayer released its movie, *The Great Ziegfeld*, the press agent, Bernard Sobel, who had been Ziegfeld's press agent, got to-



AGNES FRANEY



BLANCHE SATCHELL

GIRLS GROW UP

gether a group of the once-glorified girls and, largely for publicity, organized the Ziegfeld Girls' Club. The Club outlasted its purpose. The girls liked being together, recalling the days of their glory. They incorporated themselves but, deferring to the passage of time, dropped the Girls' from the name. They now call themselves simply the Ziegfeld Club.

Shown here are some of the younger Club members, above as they appeared when they worked for Ziegfeld and below as they are today. They are still very good to look at.

There are some 3,000 girls who were glorified by Ziegfeld. Most of them were 20 or so when they were on the stage. Now they are beginning to be matronly. Some, like Hazel Forbes, married millionaires. Some went on to movie fame, like Marion Davies and Paulette Goddard. Some were involved in scandals. But most have passed to unexciting and comfortable married life. Those who have fallen on very hard times are helped without any fuss or fanfare by the luckier members of the Ziegfeld Club.



AGNES FRANEY

Beautician Agnes Franey did a mincing dance as Goldilocks in *Simple Simon* (1930). After Ziegfeld died she tried Hollywood with little success. She was married briefly to a broker, is now divorced, plans to open a beauty parlor.



BLANCHE SATCHELL

Divorcée Blanche Satchell was imported by Ziegfeld from England where she had won a beauty contest. She made the most recent of the many Ziegfeld Girl headlines by getting a divorce from her rich broker-husband, Max Bamberger.



make up and... *Give*

A new accessory to loveliness just in time for the gift season. This dainty Playtex Make-up Cape is a grand time saver. She'll slip it over her shoulders countless times a day to protect her dress while she does her primping...combing, powdering, shampooing. It's as lovely as lingerie; as essential as powder. The perky little swing pocket conveniently holds her puff, lipstick, and remover-tissue. This sheer and feminine accessory is made of creamy liquid latex in shell pink, heavenly blue, and white. A timely suggestion to men who have an office full of girls on their gift list (not forgetting the wives); or for women looking for something new and unusual this season! At leading stores \$1.00, or use handy coupon to order one or a sleigh-full!

INTERNATIONAL LATEX CORPORATION, 350 FIFTH AVE., NEW YORK, N. Y.



International Latex Corporation, Empire State Bldg., 350 Fifth Ave., New York, N.Y. Please send me the following quantity ☐ of *Playtex Make-up Capes* at \$1.00 each, gift packaged. or 1 doz. (12) ☐ 2 doz. (24) ☐ 3 doz. (36) ☐ white ☐ pink ☐ blue ☐ Check or money order for \$_____ is enclosed.

Name _____

Address _____

Copyright 1938, Int'l Latex Corp.

SPEAKING OF PICTURES

(continued)



HAZEL FORBES



HAZEL FORBES

Heiress Hazel Forbes left *Whoopie* to marry an auto salesman. She divorced him to marry Paul Owen Richmond, toothpaste millionaire who died in 1932, left her a reported \$2,000,000. Last April she married Harry Richman, night-club singer.

**Life begins with
VITAMINS
PLUS...**

\$2.75
for a 24 days' supply

Wonders can happen—to you. Wonders of feeling well, looking well—of being awfully glad you're alive. Vitamins can be the secret. Which vitamins? All those vitamins that you may need.

Vitamins Plus once a day is the vitamin routine complete. In two tiny, easy-to-take capsules it supplies vitamin groups A, B, C, D, E, G and, for plus effectiveness, it also contains liver extract and iron.

Combat the strain of everyday modern living—be a very charming person to know. Vitamins Plus—a 24 days' supply—**2.75**. (Same Price in Canada.)

VITAMINS PLUS, INC., 370 LEXINGTON AVE., NEW YORK, N. Y.
Paris—12 Rue Lincoln, Champs Elyées

VITAMINS PLUS, INC., 370 LEXINGTON AVE., N. Y. C.

☐ Herewith is \$2.75 for a 24 days' supply of Vitamins Plus ☐ Please send me your booklet, "What can I expect from vitamins?"
☐ Send my Vitamins Plus C. O. D.

Name _____

Street _____

City _____ State _____

IN CANADA: \$2.75 — MCGILLIVRAY BROS., Ltd., TORONTO

LM-12-5



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LIFE'S PICTURES



LIFE's photographer, Margaret Bourke-White (left), who took the pictures of President Roosevelt at Warm Springs, Ga. on pages 13-17, struck upon this unusual means of transportation to cover part of her story. Instead of walking with her heavy Linhof camera equipment or driving a car, she hired a pony cart. Charlie, the horse, despite his wall-eye, was easily managed by Mrs. "Evie" Robert, beautiful Washington hostess and author of *Eve's Rib* in the Washington Times. Everyone enjoyed the spectacle including the President, who was greatly amused.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

COVER—FROM THE FILM "BALLERINA" PRESENTED BY ARTHUR MAYER AND JOSEPH BURSTYN

- 6—ALFRED CHENEY JOHNSTON—A. P., ACME
- 7—ALFRED CHENEY JOHNSTON—AGNES FRANEY, INT.
- 9—ALFRED CHENEY JOHNSTON—ACME
- 10—W. W.
- 13 through 17—MARGARET BOURKE-WHITE
- 18—A. P.—ACME, A. P.—INT.—A. P., ACME
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- 20—A. P., OTTO HAGEL—ACME, OTTO HAGEL
- 21—W. W.
- 22, 23—W. W., P. I.
- 24—JOHN PHILLIPS
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Vol. 5, No. 23

December 5, 1938

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The cover picture of Yvette Chauviré, first ballerina of the French National Opera, was taken from the French movie, *Ballerina*. A portrayal of backstage ballet life, *Ballerina* was acted mainly by pupils and grown-up stars of the French National Opera school who never acted in movies before. It is so tender in its sympathy for children's feelings, so beautiful in its pictorial compositions, that it takes high place among the first-rate movies imported from France to the U. S. For pictures of an American ballet, see page 68.

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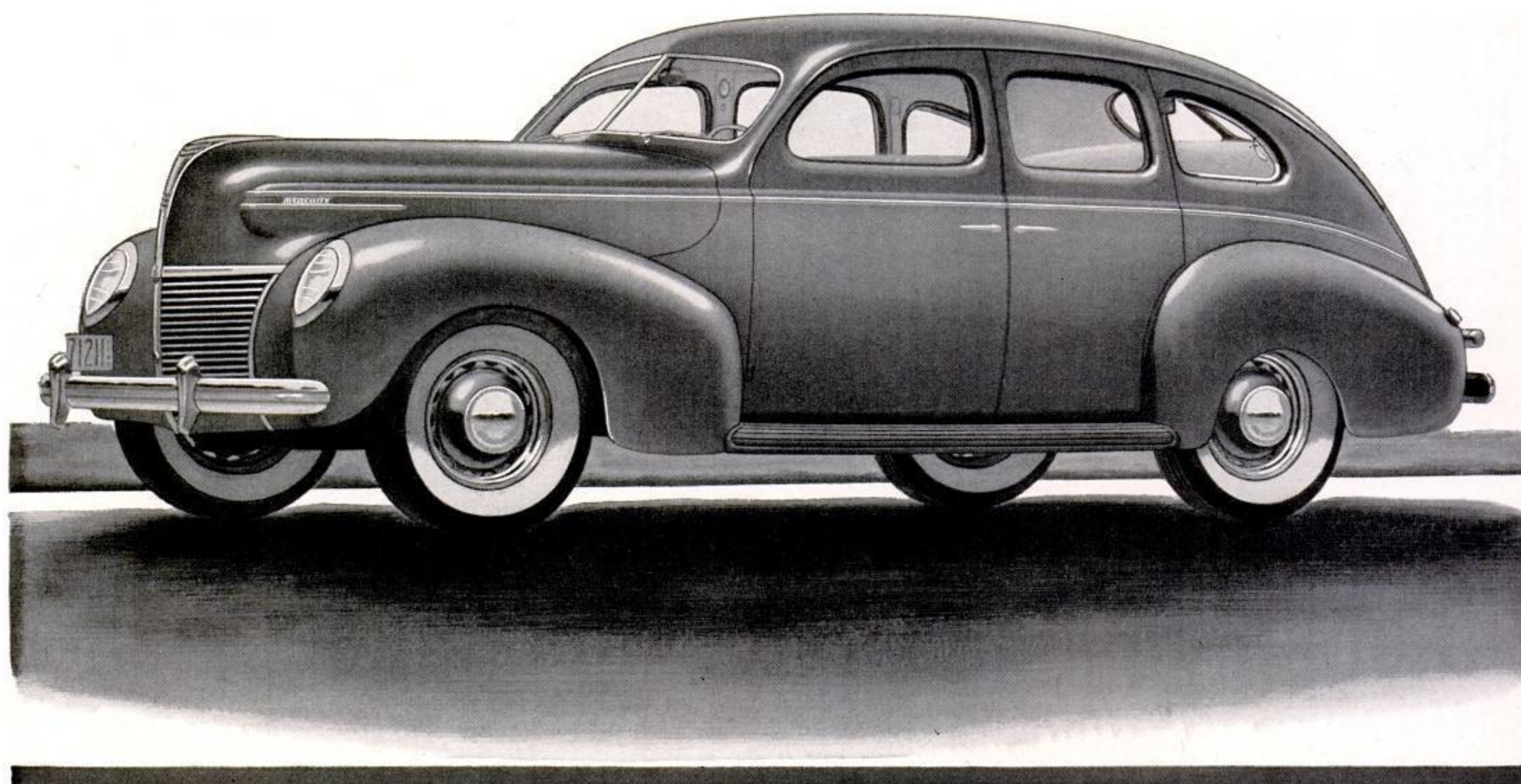
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PATIENTS DRAW LOTS TO SIT AT THE PRESIDENT'S TABLE AT THANKSGIVING DINNER. SEAT OF HONOR AT PRESIDENT'S LEFT WAS WON BY ROBERT ROSENBAUM, 11

AT WARM SPRINGS PRESIDENT ROOSEVELT CARVES UP A TURKEY INSTEAD OF A MAP

Photographs for LIFE by Margaret Bourke-White

Seated in his place of honor at the Thanksgiving Day banquet in Georgia Hall at Warm Springs Foundation, President Roosevelt finished broadcasting the scheduled portion of a brief speech to the nation, paused, added an unexpected cracker. Among hundreds of holiday greetings, he announced, there had come a telegram from "my old friend," Eddie Cantor. Comedian Cantor, ardent crusader for the welfare of his Jewish people, is a voluble arch-foe of Nazism. The President proceeded to quote his telegram: "May you and yours have a happy Thanksgiving. I am grateful that I live in a country where all leaders can sit down on Thanksgiving Day and carve up a turkey instead of a map."

This backhanded slap at Jew-baiting, map-carving Adolf Hitler was the only Presidential interlude of the evening. When it was done, Mr. Roosevelt resumed the role which he plays so happily at Warm Springs. There he is not primarily the President of

the U. S., but The Founder, the beloved patron and hero of his fellow-sufferers from poliomyelitis (infantile paralysis). After dinner the patients—of all ages but mostly children—put on a well-rehearsed show in which the President joined with many a chuckle and roar. Merrily kidding each other and their common affliction, they sang:

*There are some springs down Georgia way
—Georgia way
Where "polios" they go to play
—go to play
And never realize that they are paralyzed
For here's the way they pass the day:
Why, they walk around in braces
Getting in the tightest places
With a crutch or cane to hold them up
From falling down . . .
Why, they exercise their muscles
With some gals who wear no bustles*

*And who rub them off with oil
To make them nice to touch . . .*

In his broadcast speech Mr. Roosevelt had proudly sketched the physical growth of Warm Springs Foundation in the twelve years since he and a few philanthropic friends created it, told of hopes to expand it to accommodate 200 patients at a time (there are 80 now). Proceeds of next year's Birthday Ball celebrations, he announced, will be used to put a permanent chapter of the National Foundation for Infantile Paralysis—a research-treatment offshoot of Warm Springs—in every county in the land. After the show the President made a moving little speech for the diners alone, recounting the human history of the Foundation's growth. Then he and Mrs. Roosevelt took their places by the dining-room door and, as the beaming patients filed out, pushed in wheelchairs and on rolling beds, hobbling on crutches and canes, the President shook hands with every one.

PRESIDENT HAS HAPPIEST TIMES AT WARM SPRINGS

To reporters who see him regularly through the year, President Roosevelt seems happier at Warm Springs than anywhere else, even Hyde Park. There he, a man who loves to be liked, is among the people who like him best in the world.

Official business follows him even there. Last week an Army plane arrived daily from Washington with White House mail; there were frequent long-distance telephone calls; Federal Reserve Chairman Marriner Eccles came to talk matters of state.

But at Warm Springs the President is freer from cares and callers than he can be anywhere else except at sea. Starting a two-week vacation on Nov. 22, he settled comfortably into his customary daily routine. At the Little White House (left) he went to bed at 10 p.m. or so and slept around the clock. After breakfast in bed and a glance through the papers, he climbed into his manually-operated car (below), drove himself through the Foundation grounds to the enclosed swimming pool (gift of Edsel Ford) for two hours of swimming, special exercises and massage. The afternoons and evenings were for reading (detective stories preferred) and dictating letters.



The Little White House is a five-room, Southern colonial cottage which Mr. Roosevelt built for \$7,000. Tucked in

pine woods half a mile from Foundation center, it is closely guarded by Secret Service, State police, U. S. Marines.



The living room of the Little White House is pine-walled, decorated with ship models and pictures. By the fireplace

stands the President's little round desk. Below, other end of the room, Maid Lizzie and Cook Daisy at table.

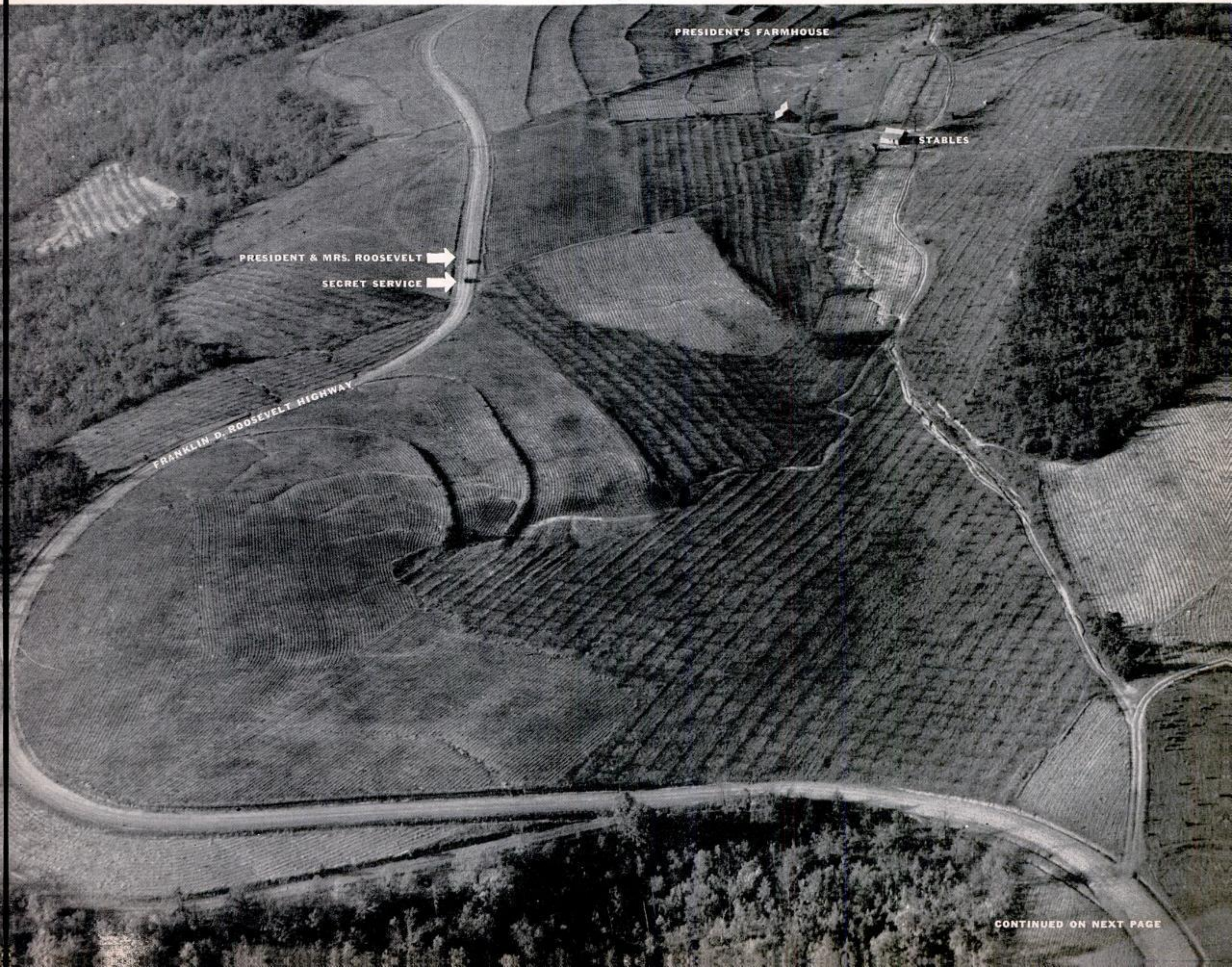


The President's car, which he drives himself by hand controls, is a royal-blue Ford V-8. His Georgia license plates (center) bear his initials. Below are the controls in the interior of a similar car owned by a young patient at Warm Springs.



Warm Springs Foundation occupies a wooded, 1,700-acre tract on a spur of Pine Mountain. Central building is Georgia Hall, containing recreation rooms and offices. Around it are clustered the infirmary, chapel, pools, some 30 cottages, a school and a hospital now under construction. President Roosevelt's cottage is snuggled among the pines.

The President's farm of 2,800 acres, mostly covered by scrub pine and oak, lies three miles south of Warm Springs on the Franklin D. Roosevelt Highway. Photographer Bourke-White got this air view just as the President & Mrs. Roosevelt were driving by in his Ford, followed by the inescapable Pierce-Arrowful of Secret Service guardians.



"POLIOS" KEEP CHEERFUL: STAY COSTS \$39 PER WEEK

The fact which most impresses the visitor to Warm Springs is the cheerfulness of the patients, who call themselves "polios." At home they are shut away, set apart by their affliction. Here, among fellow sufferers, life takes on new meaning and new hope.

The purpose of the Foundation is to help paralytics regain the use of muscles wasted by their disease, as President Roosevelt here regained partial use of his withered legs. Central feature of the treatment is underwater exercise and massage by expert physiotherapists. Springs fill the pools with 90-degree water throughout the year. Later the patient gets walking exercises with handrails, learns to use braces, crutches, cane.

Since the Foundation was established, 1,475 patients have received its treatment. The usual course lasts three to twelve months. Full cost is \$39 per week. About one-third of the patients pay only half-rate, another third pay nothing. The Foundation's annual deficit of \$150,000 is made up by private contributors. Contrary to popular impression, the Foundation has received only a minor share of receipts from the President's Birthday Balls—\$700,000 out of a total \$3,260,000. The rest has gone for research and treatment throughout the land.



"The Crutch" is the popular name of the gossipy *Foundation News*, patients' mimeographed newspaper. At left is

its editor, Edward Fitz Gerald, an English teacher from Valley Stream, L. I. At right is Sportswriter Robert Rhyon.



Warm Springs grows festive when the President comes to visit. There are parties every day. Above are guests at a

post-Thanksgiving Dinner party in the home of Will Moore (right), well-to-do patient from New York. Seated on couch

is Cissie Lord, the Foundation belle, who was stricken four years ago, made her Manhattan debut in a wheelchair.



"THE DEAN OF WARM SPRINGS"

Fred Botts, here costumed for a skit in the Thanksgiving Dinner show, is one of President Roosevelt's closest friends at Warm Springs. Native of Elizabethville, Pa., a small mining town, he was a promising singing student when infantile paralysis crippled him 15 years ago. He went to Warm Springs in 1925, shortly after Mr. Roosevelt had brought attention to the benefits of the local waters. He is now the Foundation's registrar and social director, affectionately known as "The Dean of Warm Springs."

LIFE ON THE NEWSFRONTS OF THE WORLD

U.S. prepares to defend a hemisphere; Storms and fires make a bad week; Peiping Lily gets caught

A sudden bitter wind blew down from the north over much of America on Thanksgiving Day, whipping sleet and snow into the faces of unlucky wayfarers. Automobiles skidded on slick streets, airplanes were grounded, trains delayed. Half a hundred people died in holiday accidents. Over New York at midnight freakish thunder roared through the snow-storm. Uneasy citizens, heart-heavy with the world's woes and fears, stirred in their beds, thinking of Martians and of German bombers.

In a Ship's Cabin. One result of the storm was to bring into brief, dramatic contact America's two most pressing problems of foreign policy. Recalled to report on the German anti-Jewish terror, U. S. Ambassador Hugh Wilson was hurrying home on the *Manhattan*. In New York Secretary of State Hull was waiting to talk with Wilson before sailing on the *Santa Clara* for the Pan-American Conference at Lima. As the *Santa Clara's* sailing time approached, storm and fog still held the *Manhattan* at sea. Ambassador Wilson clambered into a Coast Guard cutter, sped to the nearest New York pier, took a car with a police escort to the *Santa Clara's* dock and hurried to the Hull cabin for a 14-minute huddle on U. S. relations with Germany. Finally, 40 minutes past sailing time, the *Santa Clara* set out for Peru. There Secretary Hull must sell the South American countries on the U. S. policy which President Roosevelt has christened "Continental Solidarity," and which means keeping the Fascist powers from getting a foothold in any of the Americas.



HULL

12,000 Planes? Spearhead of President Roosevelt's drive to arm America for defense of the whole Western Hemisphere is Assistant Secretary of War Louis Johnson, vigorous onetime (1932-33) National Commander of the American Legion.



JOHNSON

In a Boston speech Nov. 18, Mr. Johnson declared that to keep pace with the rest of the world, "We must double, yes, treble and perhaps even quadruple our present air force." Last week news leaked out that the Assistant Secretary was conferring in Washington with leading airplane manufacturers on plans for vast expansion of American plane production, to achieve a rumored goal of 12,000 fighting planes for the U. S. Army and Navy. (Each branch now has about 1,700.) The official figure will not be known until President Roosevelt reveals it to Congress in January, but the old goal of 2,320 Army planes by 1940 has definitely been scrapped. "Mass production of airplanes we must achieve in this country," said Mr. Johnson on Nov. 23, "and we must do so immediately."

Dies on New Dealers. Ever since hearings began last summer, it has been repeatedly charged that the prime purpose of the Special House Committee Investigating Un-American Activities under Chairman Martin Dies has been to smear the New Deal. Last week Congressman Dies, stung by a crack from the New Deal's No. 1 name-caller, confirmed his anti-New Deal bias. Angered by Dies Committee testimony charging himself and his Bureau of Indian Affairs with communist leanings, Secretary of the Interior Ickes barked: "Dies has proved himself to be the outstanding zany of our political history."



DIES

To this Dies retorted by demanding that Secretary Ickes, Secretary of Labor Perkins and WPA Administrator Hopkins resign their jobs. These three, he asserted, have brought to Washington an army of "radical associates" and "crackpots." "That just corroborates what we're trying to show," chirped Congressman Dies when Harry Hopkins' right-hand man, Deputy WPA Administrator Aubrey Williams, was reported as having declared in a speech at Birmingham Nov. 21: "I am not sure that class warfare is not all right."

Fair Start. In New York City, one day in 1934, 12-year-old Jacqueline Shadgen came home from school and told her father that she had learned that the United States was 158 years old. Father Joseph F. Shadgen, a Belgian-born engineer, pointed out that the U. S. Government did not get started in its present form until 1789. Next day he took his daughter downtown to show her the Sub-Treasury Building where George Washington was inaugurated in that year as first President. Riding home on the "El," Jacqueline asked if anything was going to be done to celebrate the Government's 150th birthday. Then & there, says Father Shadgen, he conceived the idea for the New York World's Fair of 1939. He proceeded, he says, to work out plans for the Fair, pick the site which was later adopted, and then sell his scheme to the present promoters. In 1936 Mr. Shadgen was given an inconsequential but well-paid job in the Fair organization. After ten months he was fired "for incompetence." On the basis of his claim as originator, he promptly brought suit against the Fair for \$1,000,000 damages. On Nov. 23 it was announced that the suit had been settled out of court, by a payment to Mr. Shadgen of \$45,000.



SHADGEN

Forest fires swept over the hilltops of Southern California, brought terror to scores of big movie names. High up in the San Bernardino mountains one fire gobbled up the Arrowhead Springs Hotel, resort of



FOREST FIRES IN SANTA MONICA

stars, and sent the Ritz Brothers running for their lives. Another burned the homes of Directors Frank Lloyd and Sam Wood; another crept fearfully close to many other fine houses in Santa Monica. One mile from Shirley Temple's home, the fire fighters made a last-ditch fight, put it out.

Mata Hari. The titanic wrestlings of nameless masses of men in China have produced no single figure suitable for glamor. This long-felt want was satisfied last week by "Peiping Lily" Lee, a glamor girl in any language. Peiping Lily had been giving a good time to high Chinese officers and Foreign Office experts marooned in China's dull, faraway capital, Chungking. Just as she was getting into a plane for Hong Kong, Chinese detectives arrested her. She had in her baggage photographs not only of Chungking but of Chengtu, Chiang Kai-shek's even more remote air base and arsenal. It appeared that Peiping Lily was a beautiful spy for Japan. . . . Quite as glamorous and contemptible a figure as Peiping Lily is Wu Pei-fu, old-style Chinese war lord, once the ruler of half of China, now Japan's proposed puppet chief of China. Last week the Japanese announced that by next April he will be permitted 100,000 soldiers to police China, plus an added 100,000 every year for four years. Wu's men, however, will be permitted only small arms. Japan hoped that this looked enough like freedom to seduce the fighting Chinese.



PEIPING LILY

PICTURE OF THE WEEK

A coolie sat down in the empty, burning city of Canton, Oct. 20, to cook and eat his rice. A huge Chinese army had just fled the capital of the South Chinese, setting fire to the city beforehand. The fire gutted half the town, unchecked by any fire fighters save a few foreign colony detachments. Next day the Japanese advance column was to arrive with tanks machine-gunning everything that moved. Photographer Rey Scott was on his way out of the city when he saw this stupefied Chinese working his chopsticks. After taking the picture, he packed his film in a coolie's bamboo pole and hiked most of the way to British Hong Kong, 135 miles southeast.

SINCLAIR LEWIS JOINS A UNION GETS KISS FROM HELEN HAYES



In New York, Nov. 23, Playwright Sinclair Lewis was admitted to membership in Actors' Equity Association (A. F. of L. affiliate), thus became a union actor in anticipation of his appearance in the cast of his new play, *Angela is Twenty-two*, opening this month in Columbus, Ohio. From him Bert Lytell, acting head of Equity (below, left), promptly collected \$68 dues. Actress Helen Hayes, who sponsored Mr. Lewis' membership, then gave him a resounding kiss. Cried Actor Lewis: "Thank God for the photographers. I didn't know Actors' Equity was like this. It's a revelation to me. Why didn't I join before? Writers don't get anything like this."



"OPEN DOOR" IS BANGED IN HANKOW AS CHIANG FIGHTS ON TO CANTON



In Hankow, Oct. 29, squads of mussed Japanese soldiers and trim British sailors stood ranged along the Bund in the old British Concession (below). They were orderly but far from friendly. Recently, Britons in China have been singled out for particularly insolent treatment by the Japanese. Withdrawal of British forces was effected under protest, marked another slamming of China's "Open Door" in Britain's face. Meanwhile, far to the south, Generalissimo Chiang Kai-shek opened a Chinese counteroffensive on Canton. Above, he is shown shortly before his departure from Hankow. On Nov. 24, he was reported by the British Ambassador to be "well, very fit, optimistic."





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METROPOLITAN OPERA OPENS

**"Glitterbugs" pay \$16,000 to hear
"Otello" and cheer a Vanderbilt**

In 1883, when the Metropolitan Opera first opened, there were complaints that the Vanderbilts were monopolizing the opera, and that the opera had been established only as a stamping ground for brash newcomers trying to break into society.

This year, at the Metropolitan opening on Nov. 21, Mrs. Cornelius Vanderbilt marched into the lobby at the end of the first act with pretty Debutante Rosemary Warburton. As flash bulbs went off in her face, the crowd around cheered her entrance, token that the Vanderbilts are now secure in their position among social leaders of the Met. But there were still complaints that the opera was being used by social climbers. The older portion of society sniffed at the crowds of newcomers and Cholly Knickerbocker, dean of society editors, coined a new name for the dazzling assemblage. "Glitterbugs," he called them. The dowagers present did not know whether



MRS. VANDERBILT ENTERS WITH ROSEMARY WARBURTON

to be pleased at the unusual turnout of debutantes, or whether to put it down as further proof that today's debts will do anything to keep in the public eye.

The 4,000 people who packed the house paid \$16,000 to get in. Opening-night prices were a bit higher than regular prices quoted on the photograph at left. Speculators were asking \$50 for a \$10 seat. During intermission, as stragglers were coming down the aisle, and before the Cuttings and Hoppins had returned to their Golden Horseshoe boxes, the New York Times photographer took his annual picture of the audience. In it are shown 21 of the 35 Golden Horseshoe boxes.

For the assembled "glitterbugs," the Met gave Verdi's mature and moving opera, *Otello*, first time since 1902 that it has been sung on opening night.



POLITICAL SMOKE SWIRLS AROUND FRANCE'S PREMIER DALADIER

Page 24



History has proved again and again that the worst possible weapon against a dictatorship is dictatorship. Today, in the aftermath of the Munich Agreement, the 42,000,000 people of France find themselves facing 78,000,000 perpetually mobilized Germans across the Rhine. The French have the best Army in Europe, but a shortage of first-line planes, anti-aircraft guns, new artillery. Their problem is to get them quickly. Is the solution dictatorship?

In this crisis the man in charge of France is its Premier, Edouard Daladier. In the six pictures above, this baker's son is shown in the act of rolling and lighting his own cigaret. A self-made man, Daladier prefers a self-made cigaret to any other kind. Last weekend, political smoke rather than tobacco smoke swirled violently around the French Premier as French Labor threatened a 24-hour general strike in protest against his dictatorial gestures.

Advertised as a "strong man," Daladier has as yet done nothing whatever about the appalling lack of Paris defenses against air raids. Instead he has blamed France's troubles solely on the Popular

Front's 40-hour-week laws. French business management is primarily responsible for the present stagnation and chaos of French rearmament. Daladier asked and got emergency powers in October, swore he had a program and the determination to carry it out. But he never got around to doing anything with his emergency powers. On Nov. 12 his new Finance Minister Paul Reynaud issued a series of decree-laws abolishing the 40-hour-week in practice, though keeping it "in principle." To this French labor unions replied with a spate of sit-down strikes and the threat of a general strike. French Mobile Guards tear-bombed 12,000 workers Nov. 24 out of the great Renault factory on an island in the Seine. France seemed once again ripe for civil war.

This time it is no minority squabble between Extreme Leftists and Extreme Rightists. The result of Daladier's rule since Munich has been to drive all Frenchmen further Left or further Right. The balance wheel of the Center, meaning chiefly Daladier's own middle-of-the-road Radical Socialists, has lost weight and authority. Worse still, the present party

line-up of France in no way reflects the present split of French opinion on making war or peace with Germany. At the Radical Socialist Congress in October Daladier violently dismissed the Communists from the Popular Front. The Socialists, behind wise old Léon Blum, holding the biggest bloc of votes in the Chamber of Deputies, are still waiting for a move from Daladier. The Rightist votes that Daladier hoped to pick up to offset the loss of the Communists, have not showed up. It is small wonder that Daladier picks himself up after work these days with a long glass of Pernod and seriously ponders the idea of dictatorship.

Last week Premier Daladier was saved by two "triumphs." One was the publication of the new treaty between France and Germany agreeing on peace—in principle. The second was the flattering arrival in Paris of the British Prime Minister, Neville Chamberlain, and his Foreign Secretary, Lord Halifax. Some of the crowd booed the two tall Englishmen. But the visit reminded Frenchmen that at any rate they are still at peace with foreigners, if not with one another.

TURKS BURST INTO TEARS AT THE DEATH OF THE WORLD'S BEST DICTATOR



Grief-stricken Turkish students burst into uncontrollable tears in Taksim Plaza, Istanbul, when they heard that Kamal Atatürk, founder of modern Turkey, had died Nov. 10. Men sobbed even more than women. One little boy

(center) bravely fought to hold back a flood of tears. After Atatürk's death one of his closest friends tried to commit suicide, and one of his adopted daughters, Lieutenant Sabiha Gökçen, army air ace, went on a hunger strike. Ata-

türk's dictatorial system functioned perfectly when the National Assembly unanimously chose his old friend, General Ismet İnönü, to succeed him. İnönü faithfully vowed that "Turkey would neither fall into anarchy nor tyranny."

KING CAROL'S LONDON VISIT IS A SOCIAL HIT, BUT A POLITICAL FLOP



When King Carol of Rumania (left) arrived in London on Nov. 15, for a state visit, he was warmly greeted by King George VI, driven to Buckingham Palace in the royal coach. The purpose of his trip was to bolster up Rumanian

defenses against growing German economic penetration. In this Carol failed. Prime Minister Chamberlain refused to increase English purchases of Rumanian oil and wheat. But his visit was a social success. He was received by

Queen Mary who formerly had refused to allow him in the palace because he deserted throne and wife for red-headed Magda Lupescu. George VI, moreover, made his distant cousin a Knight of the Garter, highest order in Britain.

CHRISTMAS

AMERICA SPENDS \$500,000,000: WHAT WE BUY, WHAT WE WANT, WHAT WE HATE

On the day after Thanksgiving the hunting season for Christmas gifts in U. S. department stores officially opens. In many leading cities the Thanksgiving turkey has now become the No. 2 attraction. No. 1 attraction is the department-store parade of fantastic monsters, horrendous floats, blaring bands which, like strident Pied Pipers, lure the townsfolk and their children to the shopping centers. There, shopwindows are ablaze with new Christmas treasures. Donald Duck and Mickey Mouse, Snow White and the Seven Dwarfs are more in evidence than Santa Claus. The crowds gape, marvel, laugh. The next day they start on their spending sprees. By Christmas Eve, 26 shopping days later, they will have spent half a billion dollars for gifts in department and specialty stores.

From Thanksgiving to Christmas, department stores do 16% of their annual business. Most of this is concentrated in the so-called "Christmas Departments," i.e. departments which, in December, do more than 20% of their annual business. Toy departments (*see opposite page*) do 68% of their business in December; men's gloves 57%; men's bathrobes 51%; leather goods 46%; men's handkerchiefs 40%; women's negligees 37%; men's neckwear 34%; ladies' handkerchiefs 30%.

The buying starts with toys on the Friday after Thanksgiving which, in most places, is a school holiday. From then until Dec. 8 is the Period of Great Worry. Sales are slow. Suddenly, on Dec. 9, the public realizes there are only 14 shopping days left. The buying orgy begins in earnest, reaches its peak the Saturday before Christmas. That Saturday is the shopgirl's Black Friday. It is also the day when most of the gift-buying atrocities are committed.

For several years department stores have been campaigning for useful giving. This year Kaufmann's Department Store in Pittsburgh conducted a survey to guide the consumer in his gift selections. Among the findings were the pet hates of men and women. Listed among them were naked-lady book ends, loud ties, gadgety ash trays, highly-scented soaps and cheap perfume. Greatest cry was against all merchandise bought for show rather than quality. For the story of what the public wants for Christmas turn to page 31.





"Wheel goods" account for more Christmas dollars spent in the toy department than any other category. Stream-

line, three-wheeled velocipedes selling from \$5 to \$15 and pneumatic-tired scooters and wagons are great favorites.

WHEEL GOODS AND DOLLS

TOP CHRISTMAS TOY LIST

Modern civilization, whirling about on wheels, has revolutionized the toy world of the 20th Century. Several decades ago children played with paint sets and cut-out dolls. Now girls and boys want "wheel goods," i.e., all toys which will help them move about faster in imitation of speed-crazy grownups. The desire to have an automobile like dad's is so great that toy auto manufacturers must change their designs as soon as new models appear. Velocipedes must be streamlined, scooters must have pneumatic tires, doll carriages must be modern.

The pictures on this page show only an infinitesimal fraction of the merchandise known as "wheel goods." Next in popularity are dolls, construction sets, educational and mechanical toys, and games.

For eleven months the toy section in a department store lives an uneventful existence. From Thanksgiving to Christmas, it is the noisiest, busiest, most profitable department in the store, sprawling over ten times its normal space. It is the one department where guesswork in gift-giving is reduced to a minimum. Hordes of young consumers swarm in, sample the wares and are positive about their likes. Result, quantities of shopworn toys, and few returns.

Last December, department stores sold \$35,000,000 worth of toys, but this, says the Toy Association, is only one-fifth of the nation's Christmas toy bill.



Flaming red fire engine with siren, bell, two lamps, ladders, bumpers, rear step, sell for \$29.95. Slick motorcars like

the one at the right cost \$24.95. Dump-trucks, tow-cars, tractors, pedal-cars, kiddie-cars, wheelbarrows, doll go-carts

and all other vehicles which enable children to mimic the work and equipment of grownups are the most popular.



A silk-lined dressing gown costing \$10 to \$50 is The Little Woman's dream of the ideal Christmas present for her man. She tries on dozens, worries more about color and material

than fit. Daring women are buying flannel lounging pajamas (*on mannequin*) or cocktail jackets (*on form*). Men buy the easy-to-pack light silk prints (*on chair*) and flannel.

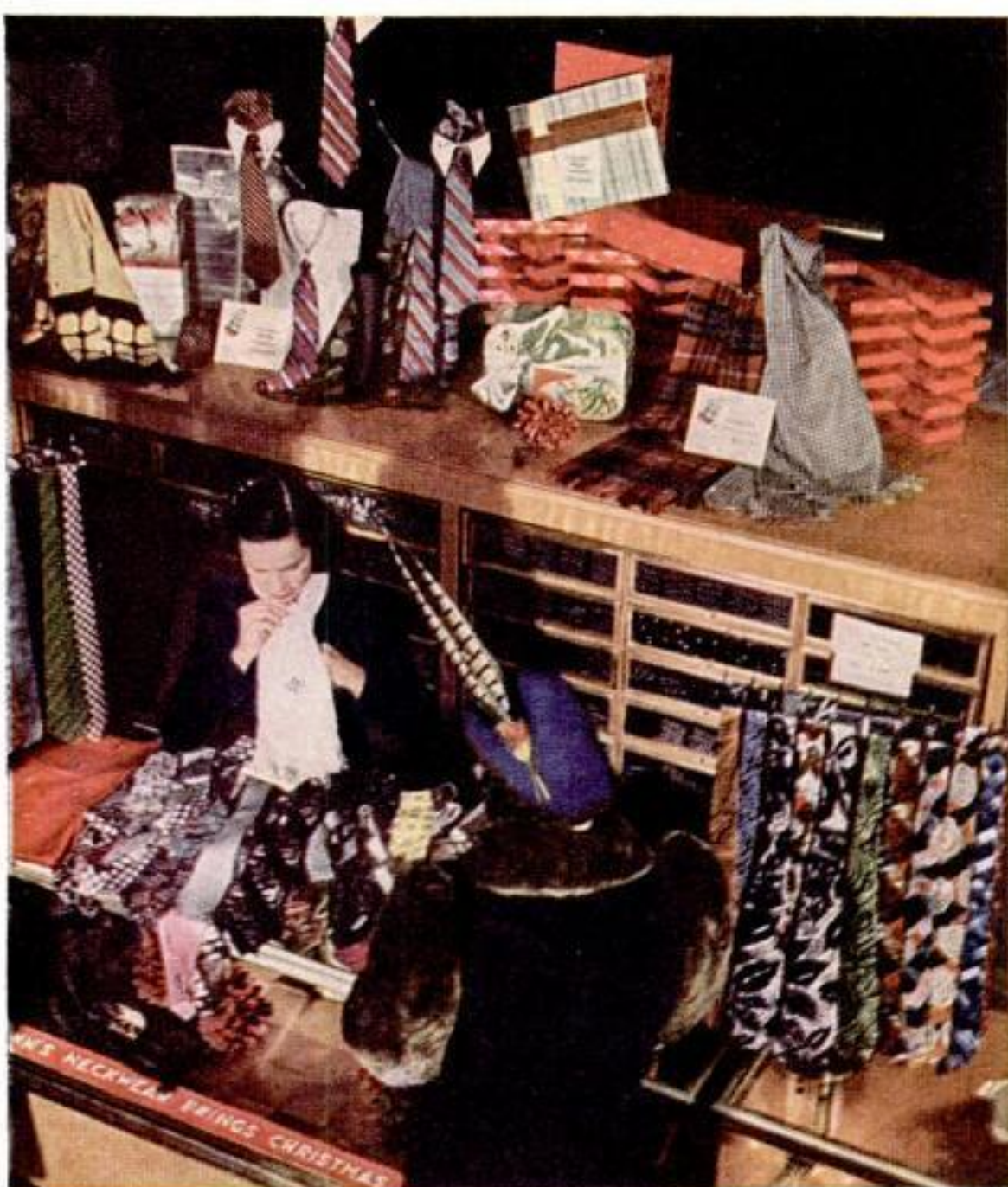
MEN AND WOMEN BUY JUST THE

In the gift-swapping scramble that is Christmas, one mystifying fact emerges. Men and women are dunces in the matter of choosing gifts for each other. Authority for this statement is an army of patient salespeople. Subtly they try to guide the sexes in their selections. But the Christmas tie remains a joke, and so do men's lingerie selections.

Psychoanalysts, challenged for an explanation, say that women buy men gaudy ties, dressing gowns and mufflers to satisfy their desire for a male as glamorous as a peacock or pheasant. In men, the mating instinct makes them buy lacy, frilly underthings so their women will look more feminine.



"Christmas Dogs" is what the trade calls ties like these. Women buy millions. Those unsold on Dec. 26 are put away, pop up again for Father's Day and the next Christmas.



White mufflers with initials are bought by women for men. Monogrammed silk ones like that on salesgirl cost \$4 to \$30. Best-seller is \$1 rayon muffler. Men prefer the \$3 to \$5 wool ones like those on top of display case.



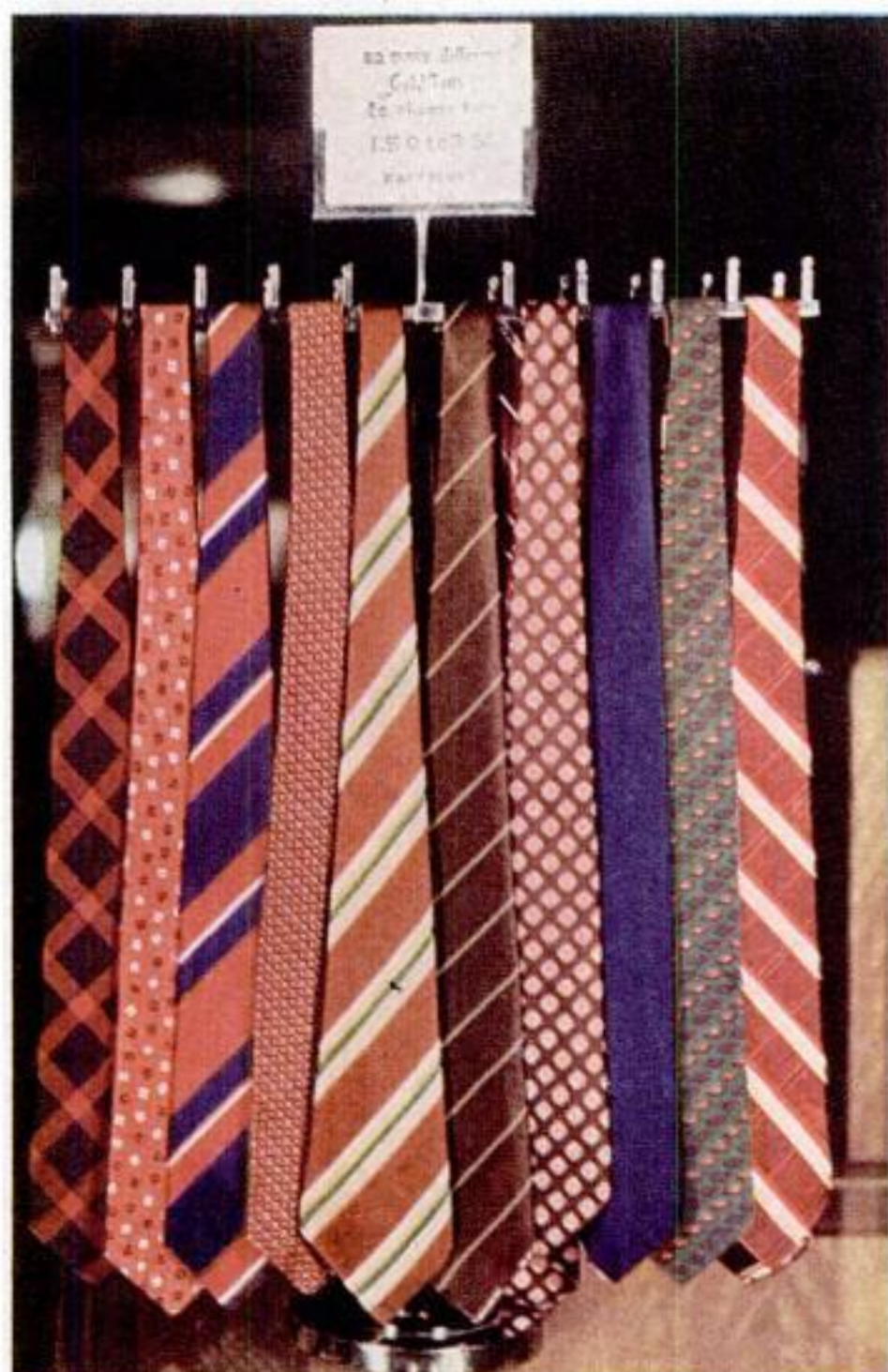
Trick packaging such as candy canes, drums, candlesticks and chests, make it easy to sell women's stockings to men. They buy for the package, trust

the salesgirl for color and quality. Although their stock answer to "what size," is "she has a small foot," down-to-earth salesgirls usually give them size 9½.

WRONG GIFTS FOR EACH OTHER

The pictures on these pages, taken at Kaufmann's Department Store, Pittsburgh, show typical Christmas merchandise departments. In each the buyers and salespeople were questioned. Reluctantly they admitted that most of the articles bought by men for women, and vice versa, are not what each would choose if buying for himself.

A further complication is the fact that women usually think the man they are buying for is bigger than he is and men rarely admit the woman is bigger than size 14. By asking the height, weight, approximate age of the recipient of the gift, experienced salespeople usually ferret out the truth.



Men buy ties like these, in stripes, plain colors, small figures. Favored fabrics are foulard, silk rep, Macclesfield and wool. Year-round volume demand is for the \$1 necktie.



Semi-sheer black negligees are a luxury item bought mostly by successful middle-aged businessmen for their wives and sisters. The black chiffon negligee with coat of chiffon

and lace shown above costs \$39.75. Popular with women are the quilted, flowered silk housecoat on the mannequin (\$35) and colored chenilles (\$5.95 to \$15) on the rack.



The mating instinct makes men want to buy intimate lace undergarments as gifts. Although women stopped wearing pantie and bra sets five years ago, men still ask for them at Christmas time. Women buy slips and nightgowns for other women. Print nighties are smart.



Fancy atomizers of colored cut glass as above, or with silver or gilt gingerbread, cost from \$3 to \$15, are sold readily to men as a "little extra something" to go with a bottle of perfume or cologne. Women usually buy models in simple designs with non-clog and leak-proof features.



For fancy wrappings and cards women spend about \$10,000,000 at stationery counters. The trimmings cost from 5¢ to \$2.50. Although service is free most women shoppers prefer to wrap their own gifts. Box with wide red velvet ribbon and glass grapes at right costs \$7.50.



Presents for pets are bought mostly by women. Smart manufacturers put up special Christmas packages for dogs, cats and canaries. The dog stockings on mantel cost \$1, contain rubber toys (a Christmas best-seller), real bones, candy. Some have cod-liver-oil biscuits.



Useful household gifts are more in demand than decorative gadgets. Wooden salad bowls, high-style when they were introduced a few years ago, can now be bought for \$1. Though unglamorous presents, electrical appliances lead the Christmas demand among urban women.



Useful luxury gifts such as these lynx, red fox and sheared beaver fur jackets will be given wives by husbands. Biggest sales will probably be in \$50 bulky pieced-skunk jackets, though fur experts agree that 50% of women demanding them are too big to wear them.

A STORE POLLS ITS CUSTOMERS TO FIND OUT WHAT PEOPLE WANT FOR CHRISTMAS

In the Age of Innocence, when the 20th Century was young and the world wrote letters to Santa Claus, gift-giving was a pleasure. In the Age of Sophistication, gift-giving became a chore. The donor was less concerned with pleasing the recipient than with appearing to be an original fellow. Gift shops flourished. The closets and attics of the nation bulged with unwanted bric-a-brac and non-sensical whatnots.

About four years ago the revolt against useless gift-giving began. Consumer groups issued statements. Department stores, caught in the backwash of gift-returning and gift-exchanging, did their bit to guide the public. This year, Kaufmann's Department Store in Pittsburgh, determined to minimize the guesswork in Christmas gift-giving, conducted a survey to find out what people really want.

The questionnaire at the right, prepared with the aid of Dr. Carroll A. Whitmer, University of Pittsburgh psychologist, was distributed to about 2,000 customers, some of whom are seen below. Answers to the first group of questions are charted on the following pages.

Answers to the other questions showed that about 70% kept gifts they did not like because of sentiment; that 62% of the women would rather be surprised; that 42% of the men would rather be asked what they want; that 54% would rather have many separate gifts than one big gift from the family; that the most difficult gifts to choose are 1) those for the opposite sex, 2) those for "rich people who have everything." Turn the page for chart of gift preferences.

Male
Female
Married
Single

KAUFMANN'S

What Do You Want For Christmas?

1. What would you prefer for a Christmas present if the gift costs:

- A. Under \$1.00
B. \$1.00 to \$2.50
C. \$2.50 to \$5.00
D. \$5.00 to \$10.00
E. \$10.00 to \$25.00
F. \$25.00 to \$50.00
G. \$50.00 to \$200.00
H. If the sky's the limit!

2. What Christmas gifts did you return for other merchandise last year?

3. What are your pet hates in Christmas gifts?

4. Do you keep Christmas gifts you don't like because of sentiment? Yes No

5. When someone is giving you a gift, would you rather have him or her

- A. Ask you what you want for Christmas
B. Give something which is a complete surprise
C. Consult a gift advisor in the store

6. Who gives you the most satisfactory gifts? Opposite Sex Same Sex

7. From your family, would you prefer:

- A. One big present from the whole family
B. A separate gift from each member

8. Do you usually ask people what they want for Christmas? Yes No

9. What type of gift do you have the most difficulty in selecting?

Age—18 to 30.....

Interviewer's Name.....

30 to 50.....

Store Number



CHRISTMAS (continued)

A PICTURE CHART OF WHAT PLAIN AND FANCY PEOPLE

UNDER \$1

The survey shows that hose and handkerchiefs lead, with ties a bad third in this price range. It also shows that wrong colors and sizes are Pet Hates. Other requests: pipes, candy, good cigars, underwear with bright stripes.

\$1 TO \$2.50

Forty percent specify ties as preferred gifts in this price range, indicating that men want quality ties. Shirts are second with handkerchiefs trailing in third place. Other requests: fountain pens, cartons of cigarets, slippers.

\$2.50 TO \$5

Shirts are far in the lead here, which again shows that quality is a prime consideration. Men's furnishings and gloves run neck and neck for second place. Other requests: pajamas, umbrellas, key cases and one canary.

\$5 TO \$10

Although men agree less here than in lower price ranges, shoes top the list, with 20% asking for them. Since many stores know customers' measurements, gift shoes that fit can be bought. Hats and sporting goods are second.

\$10 TO \$25

More men want lounging robes than any other one thing. Electric shavers run second with the older group and luggage is second in the younger group. Other requests: food delicacies, good liquor, lamps, auto accessories.

\$25 TO \$50

A gift certificate for a suit of clothes is the first choice here with both young and old groups. Topcoats and wrist watches are popular seconds. Other requests: phonographs, clocks, desks, lamps, golf clubs, trunks and a canoe.

\$50 TO \$200

Radios with great selectivity and short-wave features are unchallenged leaders here except with married men under 30 who place furniture first, radios second. Also wanted are cameras, suits, rifles and one cocktail bar.

IF THE SKY'S THE LIMIT

More than 40% place automobiles first. Second with younger men is a new house, while older married men choose money. Older men want diamonds, motorboats, world cruises. One young man wants a diving outfit.

Average man, 18 to 30



PLAID HOSE, DARK-GROUND TIES



WHITE SHIRTS, SMALL-FIGURE TIES



LIGHT SHIRTS, HABERDASHERY



SPORTS SHOES, SPORTING GOODS



TRAVELING BAG, SILK ROBES



LOUNGE SUITS, SPORTS OVERCOATS



ARMCHAIRS, DRESS SUITS



NEW HOME, SPORT COUPÉ

Average man, over 30



WHITE HANKIES, RIBBED HOSE



INITIALED HANKIE, FANCY TIE



STRIPED SHIRTS, LEATHER GLOVES



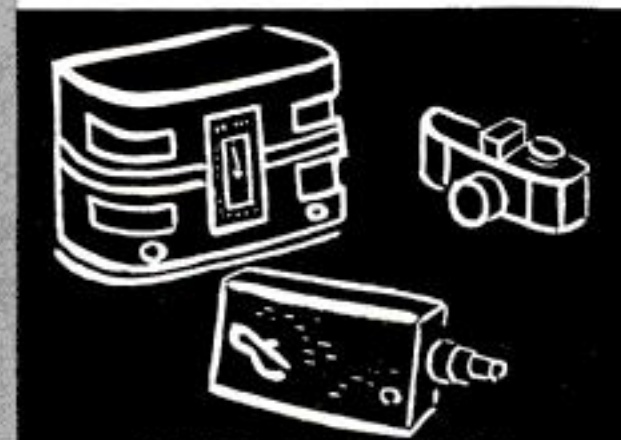
DRESS SHOES, FELT HATS



FLANNEL ROBE, ELECTRIC SHAVER



WRIST WATCHES, BUSINESS SUITS



RADIOS, ALL CAMERAS



LUXURY SEDAN, LOTS OF MONEY

Fanciful man, 18 to 30



RAZOR BLADES, CIGARETS



SHOE TREES, CIGARET HOLDERS



DECOY, MAGAZINE SUBSCRIPTION



SELF-VALET, STEPLADDER



PEDIGREED DOG, BINOCULARS



COCKTAIL JACKET, FRESH CAVIAR



TYPEWRITER, GUN

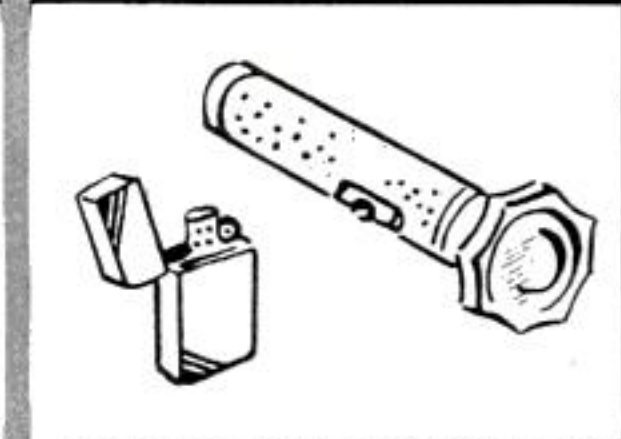


STUDS, WORLD SERIES TICKETS

Fanciful man, over 30



ADULT GAME, FILM



CIGARET LIGHTER, FLASHLIGHT



BAROMETER, GOOD LIQUOR



LEATHER WALLET, NEW TIRE



CHAMPAGNE BUCKET, PING PONG



FISHING TACKLE, BRIEF CASE



CLOSET FIXTURES, TOOL CHEST



PAID-UP MORTGAGE, SPEEDBOAT

WANT FOR CHRISTMAS: RESULTS OF A DEPARTMENT-STORE SURVEY

Average woman, 18 to 30

Average woman, over 30

Fanciful woman, 18 to 30

Fanciful woman, over 30



HANKIES WITH NAME. STOCKINGS



PAISLEY HANKIES. FACE POWDER



RECORDS. TRICK CAN OPENER



FANCY MATCHBOXES. CARDS



SHEER STOCKINGS, SILK SLIPS



NIGHTGOWNS, LIGHT STOCKINGS



BRACELET CHARM, SACHET



POTTED PLANT, PINEAPPLE CHEESE



SUEDE GLOVES, POUCHY HANDBAG



EMBROIDERED SLIPS, ROOMY BAGS



HAND PHONE, THEATER TICKETS



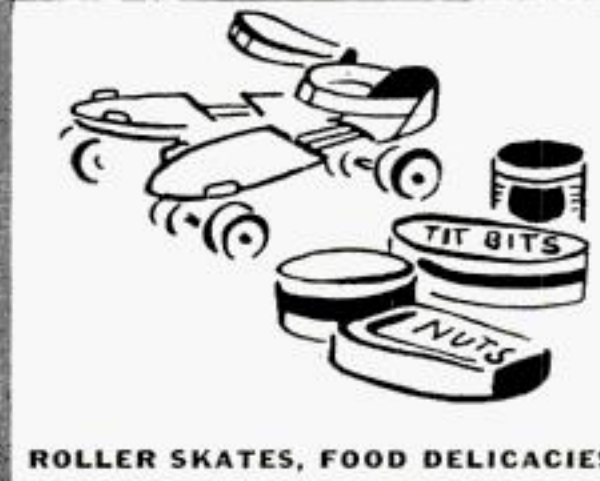
PICNIC HAMPER, SUITABLE BOOKS



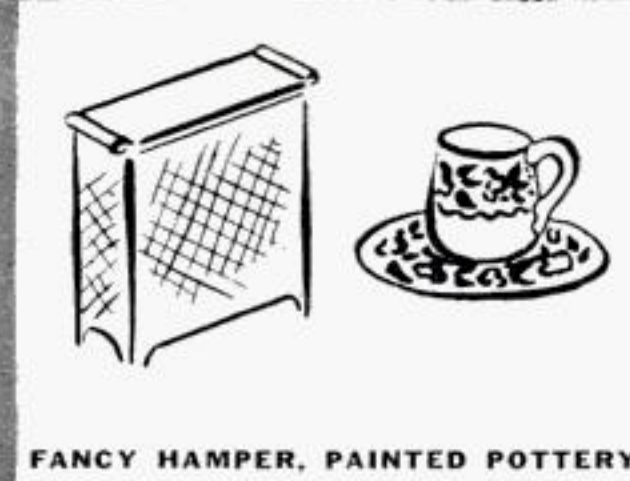
HANDBAGS, CHENILLE HOUSECOATS



SILK HOUSECOATS, ALLIGATOR BAGS



ROLLER SKATES, FOOD DELICACIES



FANCY HAMPER, PAINTED POTTERY



DAY DRESSES, DANCING DRESSES



ELECTRICAL APPLIANCES, DRESSES



BEAUTY TREATMENT, FANCY MULES



RECORD ATTACHMENT, BATH TRAY



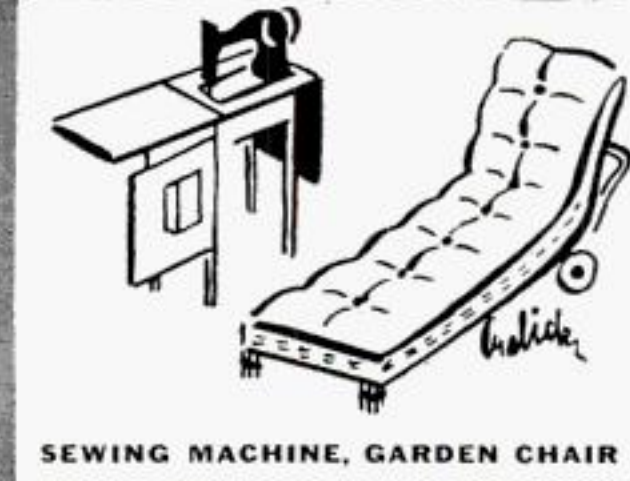
GOOD PERFUME, GOOD COATS



EVENING GOWNS, WRIST WATCHES



BICYCLE, TREE (IF SHE GARDENS)



SEWING MACHINE, GARDEN CHAIR



SHORT FUR JACKET, ODD CHAIRS



FURRED COATS, RICH FUR PIECES



TRAVEL TICKETS, SHOE TRUNK



FIRE SCREEN, FLAWLESS GEMS



LONG FUR COATS, SPORTY CARS



LONG FUR COATS, FAMILY CARS



AN AIRPLANE, A HORSE



A PIANO AND CLARK GABLE!

UNDER \$1

Under \$1, women, like men, prefer handkerchiefs. Unlike men, women prefer gay-colored tricky ones. Hosiery and cosmetics run a close second. Among other preferences: phonograph records, playing cards, fresh flowers.

\$1 TO \$2.50

Forty-five percent choose stockings in this price range. Chief objections to gift hosiery are wrong sizes, off-shades. Underwear is second choice. Among other requests: cosmetics, bathroom-towel sets, candy, belts and scarfs.

\$2.50 TO \$5

Gloves are in strong demand here, indicating preference for high-style merchandise. Silk underwear and handbags are popular seconds. Other requests: china, glassware, dresser sets, sporting goods and electric clocks.

\$5 TO \$10

Handbags are favorites from \$5 to \$10. Although women buy bargain bags for themselves, they want smart bags as gifts. Housecoats, preferred home garb by all women, are second. Also wanted: angora sweaters, raincoats.

\$10 TO \$25

Men and women want clothes more than anything else for Christmas. From \$10 to \$25, women want dresses. Older married women want home furnishings & twin beds. Also in demand: electrical goods, rugs, cedar chests, perfume.

\$25 TO \$50

Clothing is again top in this price range. Next, all women want luxuries. Listing "junk jewelry" as Pet Hates (see picture, p. 26) in cheaper prices, they want jewelry from \$25 to \$50. Single women usually want watches.

\$50 TO \$200

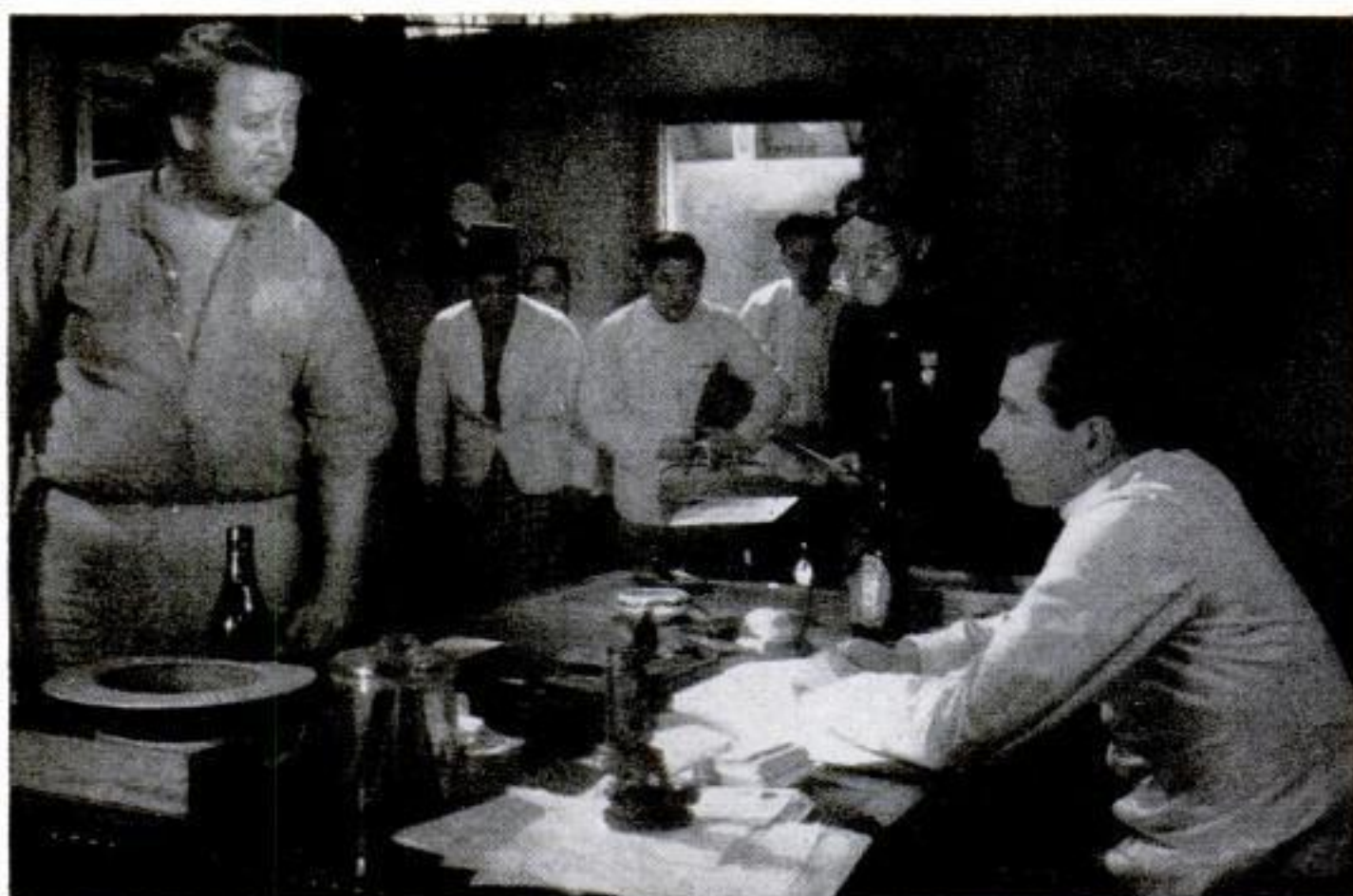
Most women want a short fur jacket or a fur-trimmed coat. Married women want furniture, single women want jewelry as second choice. Other requests: mechanical refrigerators, grandfather clock with chimes, accordion.

IF THE SKY'S THE LIMIT

One-third of all women polled chose fur coats. Automobiles were second. Other requests: a rug, a model kitchen, a 20-carat emerald and Clark Gable. For gift suggestions from LIFE's advertisers in this issue see page 67.



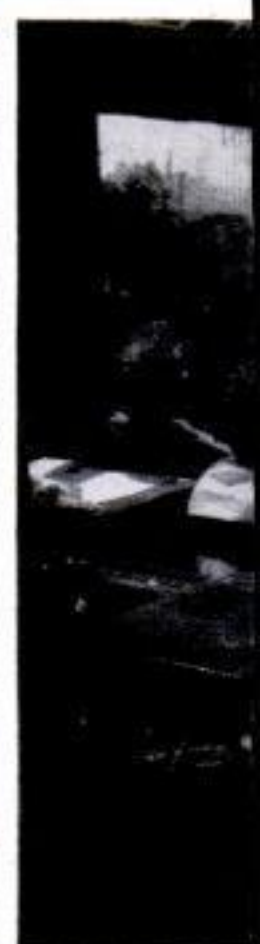
WHEN GINGER TED, A TROPICAL ISLAND BEACHCOMBER, GOES ON A SPREE, HE WINDS UP SPRAWLED ON THE SHORE WITH DUDLEY, HIS DOG, PULLING HIM OUT OF THE TIDE



1 Pursued by an angry mob of Chinese and Malay creditors, Ginger Ted finds refuge at last in the office of the island's Dutch controleur (Robert Newton).



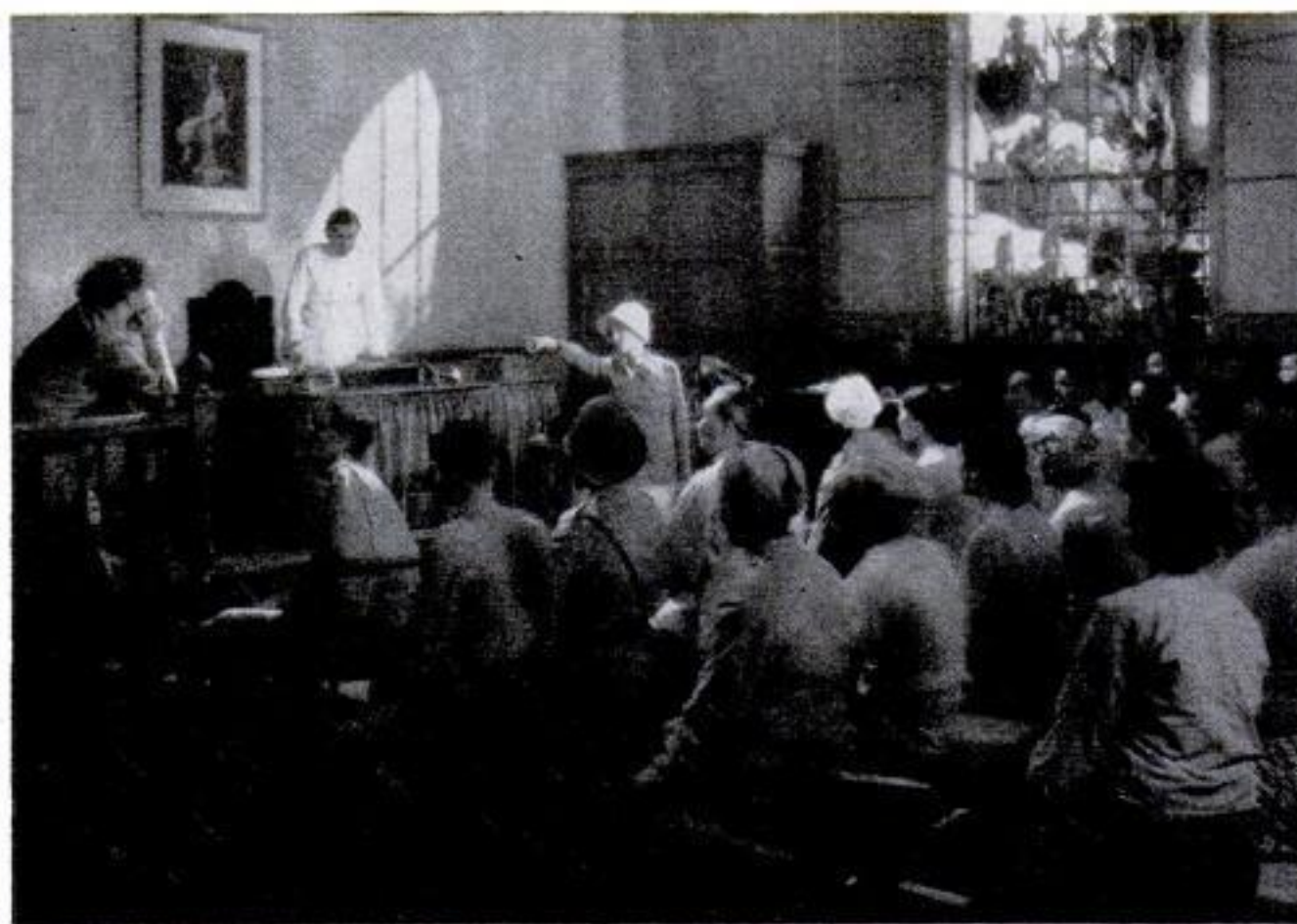
2 The bored controleur really likes the reprobate, whose small remittance from England he safeguards. When the creditors go, they chat together.



3



6 In the fight that follows, Ginger Ted wrecks the shop, creates a riot, is finally knocked cold by a black policeman's truncheon.



7 The trial of Ginger Ted is enlivened when Miss Martha Jones accuses him of being an immoral influence, demands he be deported from the island.



8 Ginger Ted is sentenced friend, the controleur, as

MOVIE OF THE WEEK:

The Beachcomber

Charles Laughton's greatest ambition as an actor is never to be typed. This is what led him to reject many a fat offer from cinema and stage. It even led him out of pictures altogether into a season of classic revivals in London's famous "Old Vic" theater.

The same ambition now leads this son of an English hotel keeper into a new venture. Together with Erich Pommer, former producer for once-potent German UFA films, Laughton has organized the Mayflower Pictures Corp. to produce his own movies. *The Beachcomber* is his initial film. Released in the U. S. by Paramount after a successful run in England, it makes Laughton the first major actor-producer in cinema since Douglas Fairbanks, Mary Pickford and Charles Chaplin started their United Artists in 1919.

For *The Beachcomber's* plot Laughton turns to *Vessel of Wrath*, one of the lesser known tropical island stories of W. Somerset Maugham, whose *Miss Thompson* was dramatized into the great play *Rain*. Like *Rain*, *The Beachcomber* pictures a relentless struggle between a confirmed sinner and a sexually repressed missionary, though this time the roles are reversed and the tone is infinitely more gay. To Laughton the part of Ginger Ted, the drunken reprobate living on remittances from home, gives a rich comic role and enables him to use in full measure the curious mixture of intensity, expansiveness and brute strength that has made him the greatest character actor of his time. To elfish Elsa Lanchester, his wife, seen with him before in *Henry VIII* and *Rembrandt*, it gives her first undivided lead opposite her husband. The sketches of both of them in character were made on location on the French Riviera by F. Fabiano, artist for *La Vie Parisienne*.



LAUGHTON AS GINGER TED



MRS. LAUGHTON AS MISS JONES



The teacher of the missionary school is Miss Jones, called by Ginger Ted a "sanctimonious suction pump."



4 With his slingshot Ginger Ted jogs a native girl in the classroom, induces her to sneak to the window, and carries her off.



5 In a Chinese shop, Ginger and the girl talk, while bristling Miss Martha Jones goes in search of them, makes a frightful scene.



to three months of hard labor by his two native girls leap to his defense.



9 Ginger's sentence is remitted by the controleur to three months of exile on a neighboring isle. There Ginger has a pleasant time, surrounded by native girls.



10 When Miss Jones goes to nurse a tribesman on a nearby isle, the controleur has the launch stop to bring back Ginger Ted.

CONTINUED ON NEXT PAGE



11 To Miss Jones's indignation, she finds Ginger Ted swimming joyfully in the warm sea with a band of native girls. On their return they hit a reef and are forced to pass the night on an uninhabited isle. Poor Miss Jones spends a dreadful night cowering among the

rocks, pulling out a surgical knife to defend herself whenever the lackadaisical men at the campfire stir. But in the morning, when she wakes, she finds that nothing has happened to her except that Ginger Ted has thoughtfully covered her with some sacks against the fog.



13 A typhoid epidemic on a jungle island brings militant Miss Jones with a hypodermic needle and Ginger Ted as bodyguard. Superstitious natives, reverting to their own gods in time of danger, set up an ancient idol, but Miss Jones comes out alone to demand

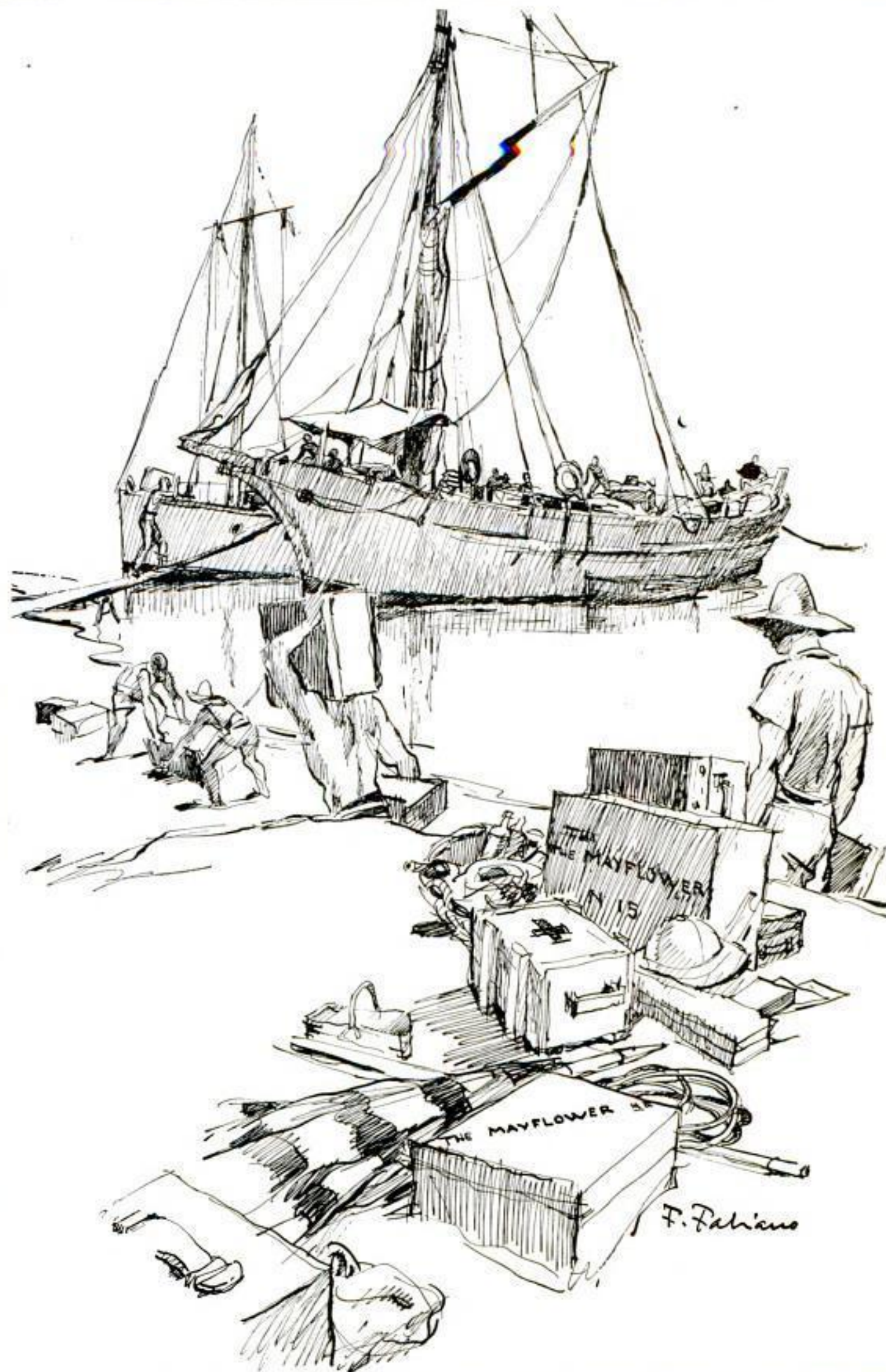
that they tear it down. Ginger Ted discreetly drags her away. Then they inoculate a stricken child, anger its father and bring a horde of savages with beating drums and menacing spears about their shack. When the child fortunately recovers, they are saved.



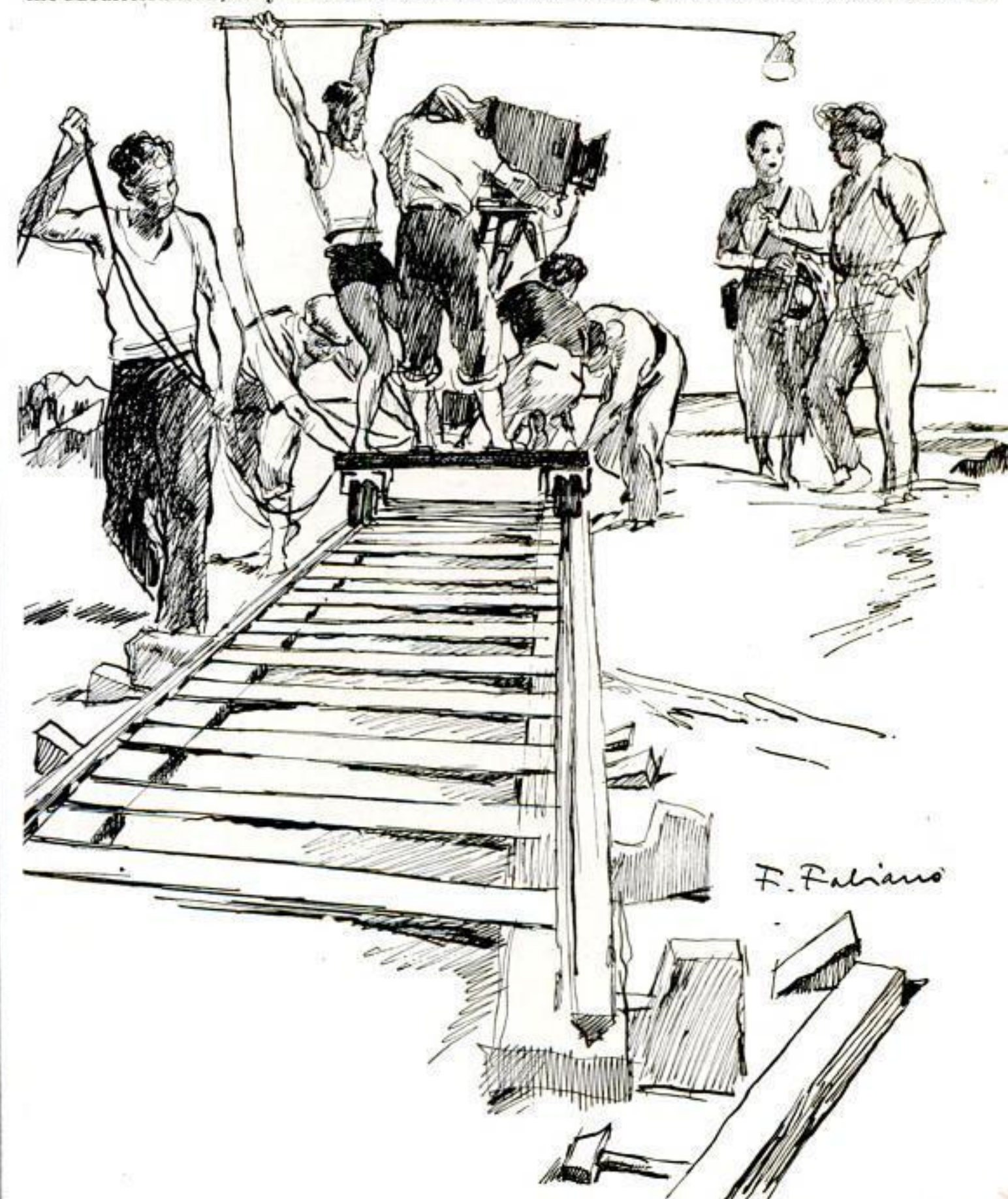
12 Reluctant Ginger Ted now becomes Miss Martha Jones's prime ward. She tidies up his shack, pulls thorns from his foot, invites him to dinner and takes fresh clothes for him to come in. Her attentions only make Ginger Ted apoplectic with rage.



14 Married, Ginger Ted and Miss Jones run a very proper pub back home in England. "Isn't that dress of yours on the low side?" asks the former reprobate of his wife. "You're tired, dear," answers the former Miss Jones. Only the lonely controleur is unhappy.



To film "The Beachcomber" Charles Laughton's new Mayflower Pictures Corp. hired two boats off the south coast of France. The boats served as dressing rooms, workshops, headquarters for camera and prop crews. To dolly the camera around the beaches, they built a 50-ft. railroad line (below), which the French dubbed "le travelling." After four weeks on the Mediterranean, they finished the film in six weeks in England's oldest studios at Elstree.



CONTINUED ON NEXT PAGE

CHARLES LAUGHTON'S ROLES HAVE MADE FILM HISTORY

When Elsa Lanchester was first courted by Charles Laughton he wore a loud-checked cap that made her shriek with laughter. He never wore it again, but soon afterward they were married and have since often acted together in plays and movies.

All this is recounted in Elsa Lanchester's witty *Charles Laughton and I*, published by Harcourt, Brace (\$3.50). Elsewhere in her book she tells how Laughton prepared with infinite labor for the great roles shown on this page. His greatest was *Henry VIII*. Nobody was more surprised than he when it won international acclaim. His bit in *If I Had a Million* is still memorable for its climactic raspberry. He is perhaps best known for his English valet in *Ruggles of Red Gap* and his Capt. Bligh in *Mutiny on the Bounty*, least known for his moving study of Dutch Artist Rembrandt. In his next picture, *St. Martin's Lane*, he plays a busker, a sidewalk comedian who entertains theater queues.



LAUGHTON IN "LES MISERABLES"



LAUGHTON IN "IF I HAD A MILLION"



LAUGHTON IN "LIFE OF HENRY VIII"



IN "MUTINY ON THE BOUNTY"



LAUGHTON IN "REMBRANDT"



LAUGHTON IN "ST. MARTIN'S LANE"

Coralitos GIFT SETS AVAILABLE AT THE STORES LISTED BELOW

ARIZONA—Phoenix: Goldwaters.
CALIFORNIA—Bakersfield: Grace Delbridge Shop; Brawley, El Centro and Calexico: Edgar Bros.; Covina: Covina Book & Art Shop; Culver City: Steller Bros. & Skoog; Eagle Rock: Sagers; Fresno: Barrett-Hicks Co., E. Gottschalk & Co.; Glendale: Treasure Trove, Dorothy Richards Pottery and Gift Shop; Grass Valley: H. W. Hartung and Son; Hollywood: Hollywood Pottery, The Treasure Isle; Huntington Park: Blueemle & Gibson; Inglewood: Vic Carter Co.; Long Beach: Horace W. Green & Sons, Parmelee-Dohrmann Company; Los Angeles: Baum Company, Broadway Department Store, The May Company, Parmelee-Dohrmann Co., University Book Store; Monrovia: McBratney's; Napa: Schweitzer's; Oakland: John Breuner Co., The H. C. Capwell Co., Kahn's; Palm Springs: Potter's Hardware Co.; Pasadena: The Treasure Mart; Pomona: Frasher's; Riverside: Hosp Florists; Sacramento: John Breuner Co., Hale Brothers; San Bernardino: The Harris Co.; San Diego: Parmelee-Dohrmann Co.; San Francisco: The Emporium, Jackson's Homewares, Nathan Dohrmann Co.; San Jose: Nathan Dohrmann Co.; Santa Ana: California Patio Pottery, Pacific Pottery; Santa Barbara: Ott Hardware Co.; Santa Cruz: Samuel Leask & Sons Inc.; Santa Monica: Noonan Hardware Co.; Stockton: Nathan Dohrmann Co.; Tujunga: Tujunga Art Center; West Los Angeles: Potter's Hardware Company; Ventura: Joy's Gift Shop, Knecht Patio Garden.
CONNECTICUT—Hartford: G. Fox & Co.; New Haven: The Edw. Malley Company.
COLORADO—Denver: The Denver Dry Goods Company.
DISTRICT OF COLUMBIA—Washington: Lansburgh & Bro., Woodward & Lothrop.
IDAHO—Caldwell: Greenlund's Art and Gift Shop.
ILLINOIS—De Kalb: The Elsa Gift Shop; Peoria: Block & Kuhl Company.
INDIANA—Indianapolis: H. P. Wasson & Company.
IOWA—Des Moines: The Brinsmaid Co.
KANSAS—Manhattan: Cole's; Wichita: Geo. Innes Company.
MARYLAND—Baltimore: Hutzler Brothers.
MASSACHUSETTS—Boston: R. H. Stearns Co.; Springfield: Forbes & Wallace Inc.; Worcester: Barnard Sumner & Putnam Co.
MICHIGAN—Ann Arbor: Wm. Goodyear & Company.
MINNESOTA—Minneapolis: Boutell's; Northfield: Marie Piesinger; St. Peter: Geo. Langguth's Ideal Bakery.
MISSOURI—Kansas City: T. M. James & Sons China Company.
NEVADA—Las Vegas: Apache Indian Shop.
NEW JERSEY—Newark: Kresge Department Store.
NEW YORK—Albany: Killion Gift Shop; Brooklyn: Abraham and Straus Inc.; Buffalo: Edward's; New York City: B. Altman & Co., Bloomingdale Brothers, John Wanamaker; Syracuse: Dey Brothers & Co.
OKLAHOMA—Bartlesville: Terry Jewelry Co.; Blackwell: North Gift Shop; Oklahoma City: Kerr's, Kerr's Uptown.
OREGON—Eugene: Washburne's; Portland: Lipman Wolfe & Co., Olds Wortman & King; Salem: Miller Mercantile Co.
PENNSYLVANIA—Philadelphia: John Wanamaker; Pittsburgh: Kaufman's.
RHODE ISLAND—Providence: The Shepard Company.
TENNESSEE—Nashville: The Castner-Knott Dry Goods Company.
TEXAS—Dallas: Titcher Goettinger Co.; Midland: The Modern Shop; Robstown: Boucher Pharmacy.
UTAH—Salt Lake City: Zion's Co-operative Mercantile Institution.
WASHINGTON—Everett: Grand Leader Department Store; Seattle: Frederick and Nelson; Tacoma: Rhodes Bros. Department Store; Yakima: Hal Bowen Department Store.
WYOMING—Sheridan: Stevens, Fryberger & Co. Inc.
PUERTO RICO—San Juan: Sucs De A. Mayol & Co. Inc. "Los Muchachos."

★ If you do not find a store listed in your locality, send \$14.95 to Pacific Clay Products, Los Angeles, or 14 West 23rd St., New York, and Coralitos Gift Set, in any desired color combination, will be sent to you, postpaid; or as a gift package, direct to anyone in the United States you wish to receive it. If ordered promptly, deliveries before Christmas.

AN ENDURING GIFT FROM CALIFORNIA



Coralitos

32 PIECE POTTERY SET

\$14⁹⁵

Straight from California comes the most ideal of all Christmas gifts...a pottery service for six in warm, glowing colors, beautifully packaged in the wine colored, lacquered box decorated simply with the white flames of the flowering yucca...the "Candles of the Lord" that dot the hillsides of California. ★ A gift you may be proud to give...happy to receive. Coralitos pottery is wafer-thin yet durable, each piece carries a factory guarantee for quality. The gift set includes six 9 inch plates, six 6 inch plates, six cream soups, six cups and saucers, one 14 inch chop plate and one round vegetable bowl. It is available in all of the six Coralitos colors...Mission ivory, Cielito blue, coral, DuBonnet, Dorado yellow and Verdugo green...or in a number of attractive combinations of these colors. You will find the stores featuring Coralitos gift sets listed upon the opposite page.

Pacific POTTERY

FROM CALIFORNIA



Made by Pottery Division, Pacific Clay Products • • • Los Angeles, California





Will a
LANE HOPE CHEST
 double her chances
 for a happy



THERE IS ONLY ONE LANE HOPE CHEST AND IT CAN BE HAD IN ALL STYLES...

FROM \$19.95 UP

FREE MOTH INSURANCE POLICY
 GIVEN WITH EACH LANE CHEST

Lane Special—No. 48-1581 (right)—A gorgeous modern chest with smart waterfall top. The colorful exterior is a superb example of matching Oriental and American walnut veneers. Equipped with the convenient Lane Automatic Tray. Specially priced to make it a supervalue.

\$29.75 →

*Slightly Higher in
 West and Canada*



Electric Lighted!—No. 44-1595 (left)—A new Lane Hope Chest with electric light that turns on and off automatically when top is raised or closed. Easy sliding trays are removable. Has secret "Keepsake" drawer. Exquisite waterfall top (illustrated at left) can be raised when chest is against wall. Finished in hand-rubbed matched American walnut veneers.

Lane Chest—No. 44-1530—A modern design with round corners. The entire exterior is figured primavera veneer finished in fashionable blonde color. Equipped with the convenient Lane Automatic Tray.



Mrs. Aaron Thomas Jones
(née Frances Cavell)
New Orleans, La.
Says: "Collecting for a Lane Hope Chest is one of life's big thrills."

Mrs. William E. Racine
(née Dorothy Reynolds)
Niles Center, Ill.
Says: "Our home started when I received my Lane Hope Chest."

Mrs. Robert R. Ferry
(née Harriet Butts)
New York, N. Y.
Says: "It was loads of fun collecting for my Lane Hope Chest."

marriage?

PERHAPS you think not. So did we. But we were probably both wrong. For surveys indicate the chances of a marriage ending in the divorce court are *doubled* when the bride has no hope chest.

Why? If we stop and think, the reason is obvious. The girl with a hope chest plans and saves for her future home. Isn't it true that a girl with this foresight will usually make a better helpmate?

When you select this gift that starts happier homes, be sure you choose a genuine Lane Hope Chest—the only tested aroma-tight cedar chest in the world. It is made of 3/4-inch red cedar in accordance with U. S. Government recommendations. Its chemically treated interior prevents stickiness found in so many other cedar chests. Its exclusive and patented features guarantee absolute moth protection—backed by a free moth insurance policy written by one of the world's largest insurance companies.

Only a few of the superb new Lane styles now on display at your dealer's store are shown here. See this harbinger of future happiness now. It's an ideal gift for daughter, sister, wife, or sweetheart.

THE LANE COMPANY, INC., DEPT. L, ALTAVISTA, VIRGINIA
IN CANADA: KNECHTELS LTD., HANOVER, ONTARIO

Also makers of Virginia Maid Cedar Chests without Lane's exclusive features

THE LANE-ROBE Simplifies your dressing

New and revolutionary in design, the Lane-Robe provides a plainly marked place for everything in a man's or woman's wardrobe. No more searching through deep drawers for garments. Everything kept immaculate at your fingertips... with absolute safety from moths. Accommodates eight suits and overcoats. Free moth insurance policy given with each Lane-Robe.



Copyright, 1938, The Lane Company, Inc., Altavista, Virginia



Lane Chest—No. 44-1577—A rich-looking model in figured Oriental, zebrawood, and matched American walnut with large drawer and Lane Automatic Tray.



Lane Chest—No. 48-1593—A modern chest of unusual richness with Lane Automatic Tray.



Lane Chest—No. 48-1574—The chaste simplicity of this genuine colonial design in antique maple gives this chest distinctive beauty.



Lane Chest—No. 48-1586—Modern waterfall design with Lane patented Double Automatic Tray.



Lane Lowboy—"The Brewster"—No. 44-1614—Authentic colonial design with simulated drawer front. With rich mahogany veneer exteriors.

LANE

Hope Chests

THE GIFT THAT STARTS HAPPIER HOMES

This man knew all the answers ...do YOU?



FRANKLY, our curiosity got the better of us.

You see, we wanted to find out how much most men really *know* about whiskey—so we set out to ask a few questions at random. It didn't take us long to find a man who knew all the answers.

Tune in on our conversation. It may lead you to just the whiskey you've been wanting:



1.

SAID WE: "What one quality is shared in common by fine champagne, sherry, and Paul Jones Whiskey?"

2.

SAID HE: "Why, they're all DRY."



3.

SAID WE: "Right! But what do you mean by a DRY whiskey?"



4.

SAID HE: "Well, it's a whiskey without a trace of sweetness."



5.

SAID WE: "And what would you say is the best way to appreciate the crisp quality of DRYNESS in Paul Jones Whiskey?"



6.

SAID HE: "That's a funny question! It all depends on whether you prefer your whiskey *straight* ...or in a *cocktail*...or in a *highball*. A DRY whiskey, like Paul Jones, wins my vote all three ways!"



7.

SAID WE: "Your answers couldn't have been better if we'd written them ourselves! Can it be that you're prejudiced in favor of Paul Jones?"



8.

SAID HE: "I certainly am—and I'll tell you why: I honestly think I know something about fine liquor. And believe me—if you only realized how that quality of DRYNESS points up the flavor of a fine whiskey, you'd be prejudiced in favor of Paul Jones yourself!"

9.

SAID WE: "We are! And thanks for your time!"



YOU REALLY OUGHT TO TRY

Paul Jones
IT'S DRY*

—and every drop is straight WHISKEY!

*DRY means not sweet.

Paul Jones is a blend of straight whiskeys—90 proof. Frankfort Distilleries, Inc., Louisville and Baltimore.



THEATER

KNEE BREECHES CHARACTERIZED YOUNG OSCAR WILDE, WHOM GILBERT & SULLIVAN LAMPOONED AS THE "ULTRA-POETICAL, SUPER-AESTHETICAL" YOUNG MAN OF "PATIENCE"



Wilde's lecture tour through America in 1882 was thus caricatured by Max Beerbohm. He was then known chiefly for his precious posturings and his aesthetic cult of the sunflower and the lily. All he liked in the U. S. was Walt Whitman and the Rocky Mountains.

OSCAR WILDE'S TRAGEDY IN A PLAY

In 1895 Oscar Wilde was the idol of England. He had written, in *The Picture of Dorian Gray*, a sensational novel and in *The Importance of Being Earnest*, one of the finest comedies in English. He was, according to his biographer Frank Harris, one of the most charming people that ever lived and probably the world's most brilliant conversationalist. He was called "lord of language," whose pleasure was to "amuse the mob, frighten the middle classes and fascinate the aristocrats." A magnificent dandy, an incomparable wit famous the world over for his epigrams ("The cynic knows the price of everything and the value of nothing"), Oscar Wilde was the epitome of the "mauve decade" that ended the 19th Century, the leader of the aesthetic revolt against middle-class Victorian morality.

Then came the famous trials of April and May, 1895. Few trials in English history are more disputed. Forty-three years later they are still the subject of bitter controversy. Indicted for sexual perversion, Wilde was pilloried in court, made the butt of obscene jokes, jeered at and hooted, sentenced to two years at hard labor in a dismal prison. Released, he left England never to return, eventually died impoverished and broken in a modest Parisian hotel.

The story of this amazing descent from the heights of fame to the depths of disgrace is now told simply, honestly and sympathetically in a Broadway play. As Oscar Wilde, Robert Morley, an English actor already known to U. S. audiences for his kindly, impotent Louis XVI in Norma Shearer's *Marie Antoinette* (LIFE, July 11), performs with such superb tact, such unsurpassed distinction and grace, that he lifts a mediocre play to high dramatic art, revives the battle that has raged nearly half a century over what many call the martyrdom of a great man of letters.

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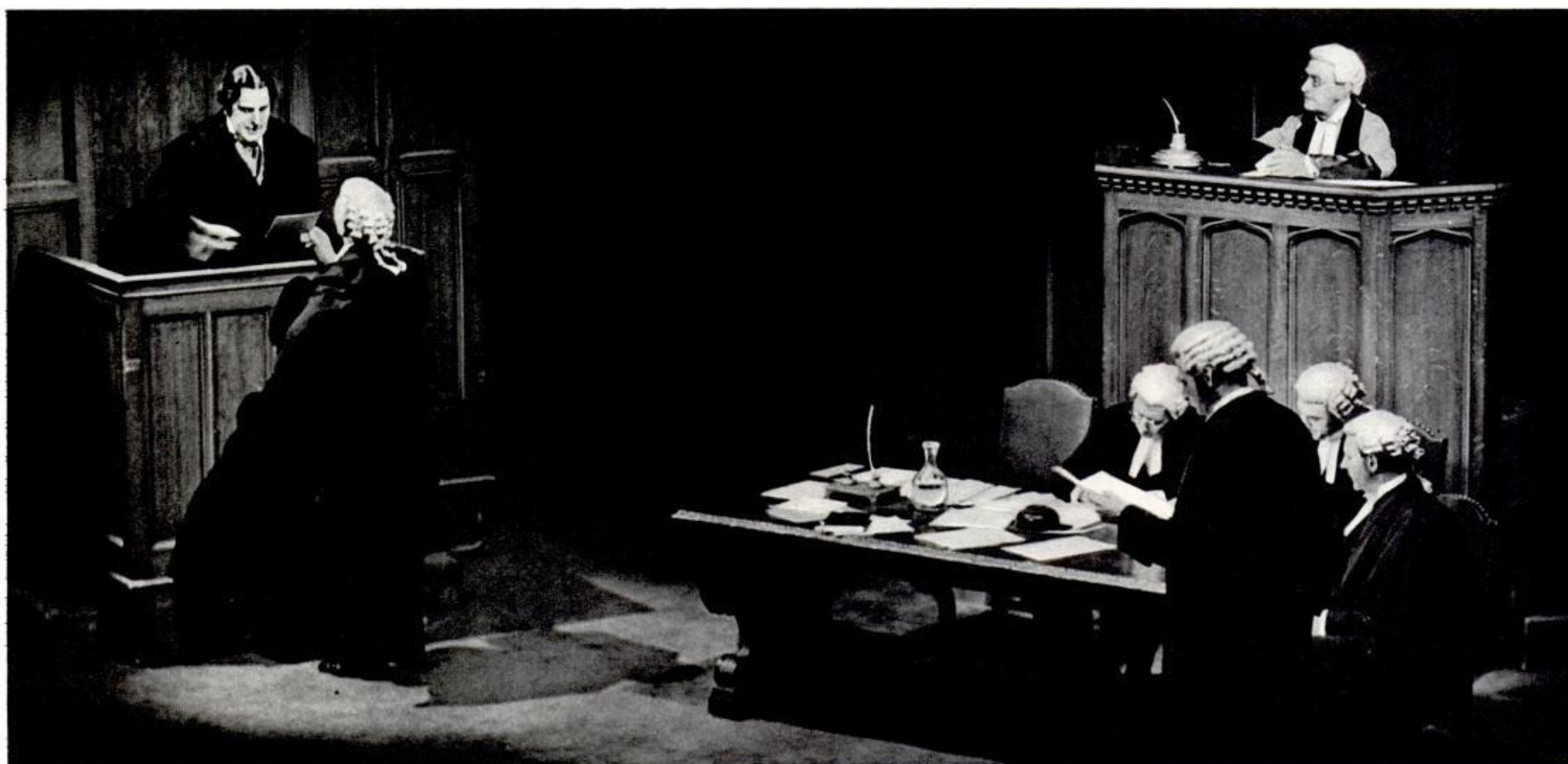


In a private room in a swank restaurant, Oscar Wilde dines and wines a young groom on the opening night of

his witty and successful play *The Importance of Being Earnest*. The groom was later a chief witness against him.



Oscar Wilde's tragedy begins when Lord Alfred Douglas insists that Wilde prosecute Lord Queensberry, Douglas' hated father.



The trial of the century, at London's Old Bailey court, ends in disaster for Wilde when letters written by the poet to his young friends are introduced as testimony against him.

Lord Queensberry, who had accused Wilde in writing of "posing as sodomite," is acquitted of criminal libel, but Wilde is prosecuted under the moral code and sentenced to prison.



In a French cafe, Lord Douglas visits his friend after his release from prison and leaves him some money. Wilde is now a broken man who sponges absinthes from his acquaintances.



Complete desolation ends Broadway's story of Wilde when he falls into a drunken sleep in the wretched little cafe. Wilde died in 1900, is buried in Paris' famed Père-Lachaise cemetery.

DECEMBER, 1938

LISTEN

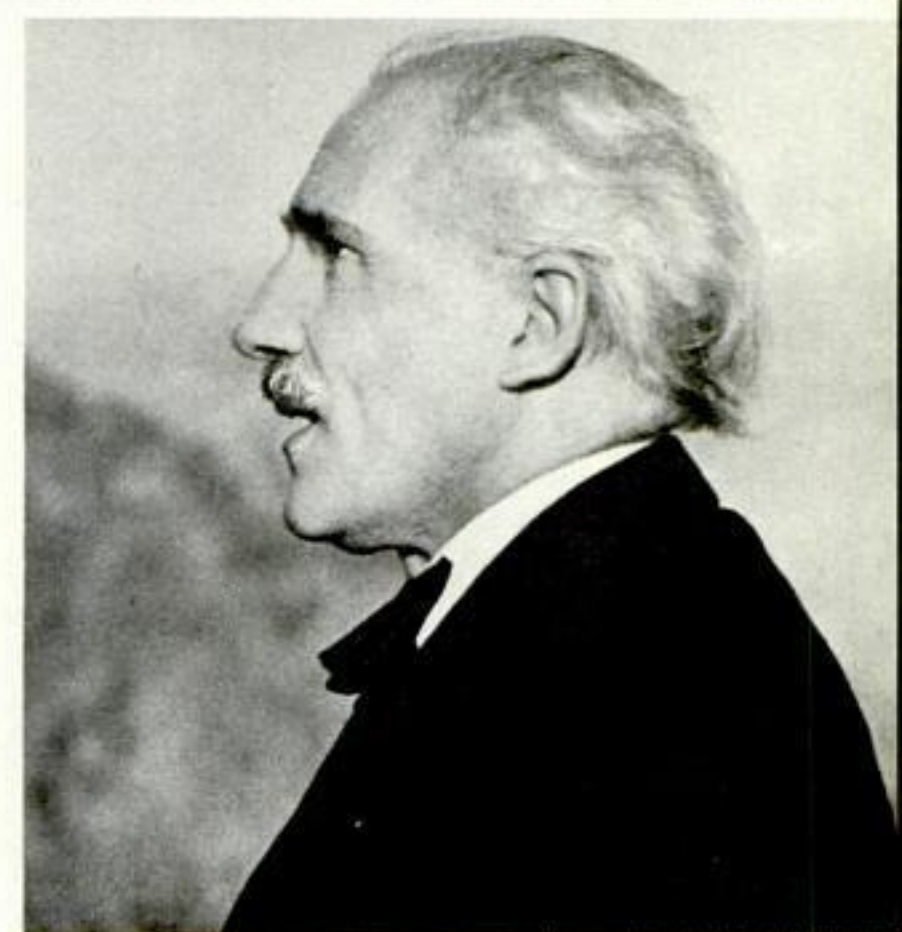


A 5-Page Advertisement of the Radio Corporation of America

No. 17

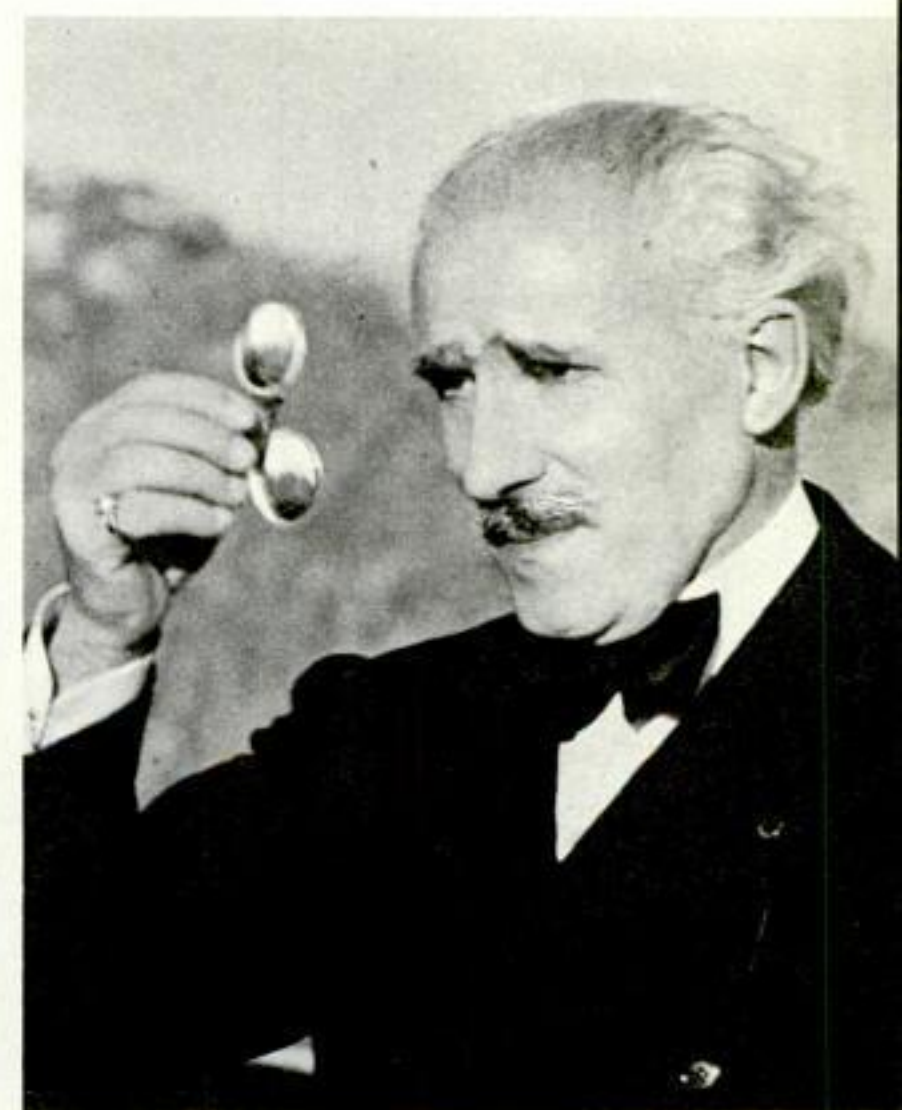


MAESTRO ARTURO TOSCANINI
Conductor of the NBC Symphony Orchestra
and exclusive Victor Record artist



Maestro Toscanini helps LISTEN make photographic scoop

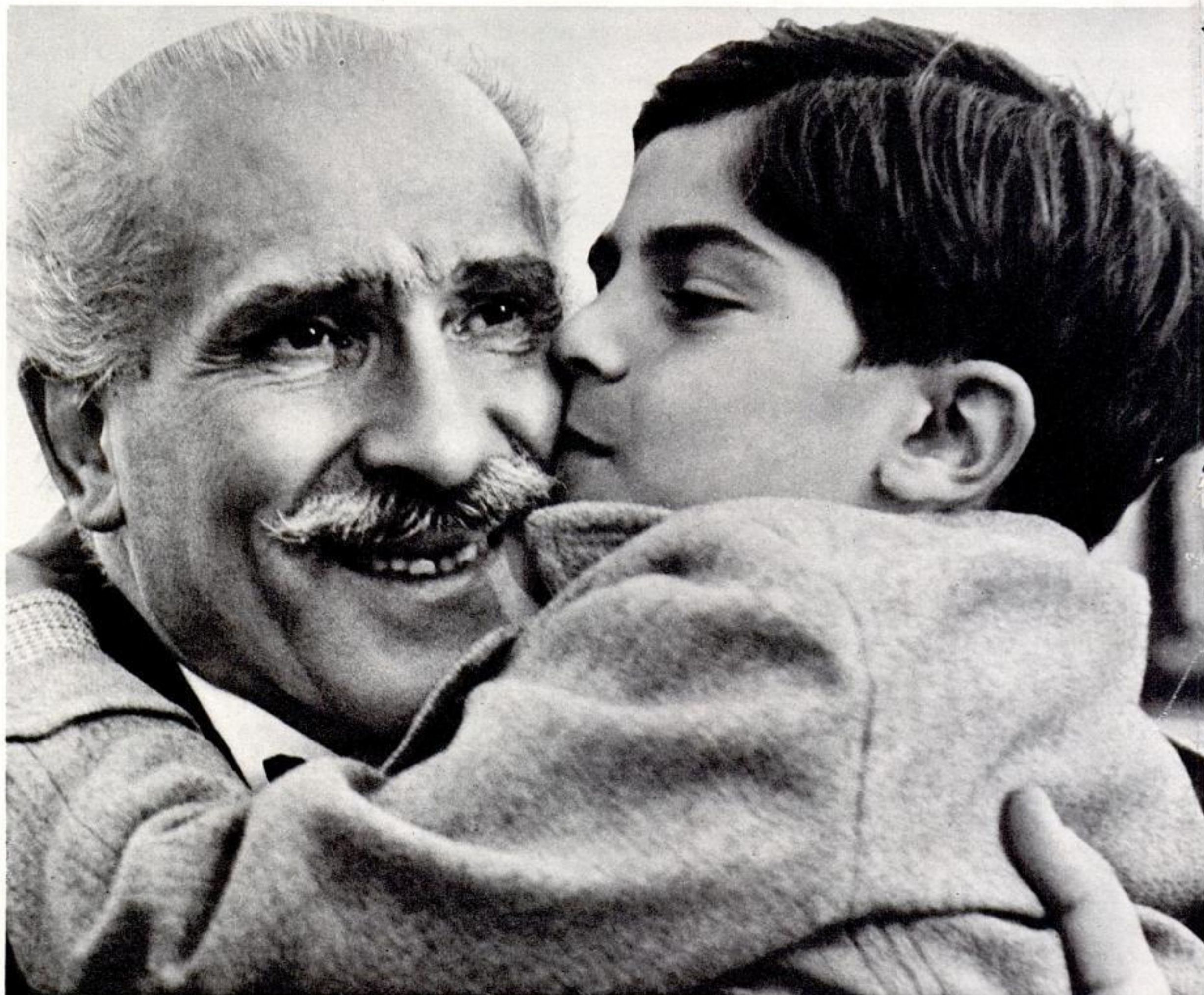
So seldom is Arturo Toscanini photographed that up-to-date pictures of him have become rarities even in the offices of the National Broadcasting Company. But on a recent sunny afternoon in November, the Maestro made an exception to his rule. For an hour or more he allowed LISTEN photographer free rein. Location was a small French restaurant at Alpine, New Jersey, where Maestro Toscanini had lunched with his wife, his son Walter and some friends. A few of the pictures taken on that occasion are on this and the following page.



RADIO'S SERVICE TO MUSIC



MAESTRO ARTURO TOSCANINI GREETING HIS GRANDSON

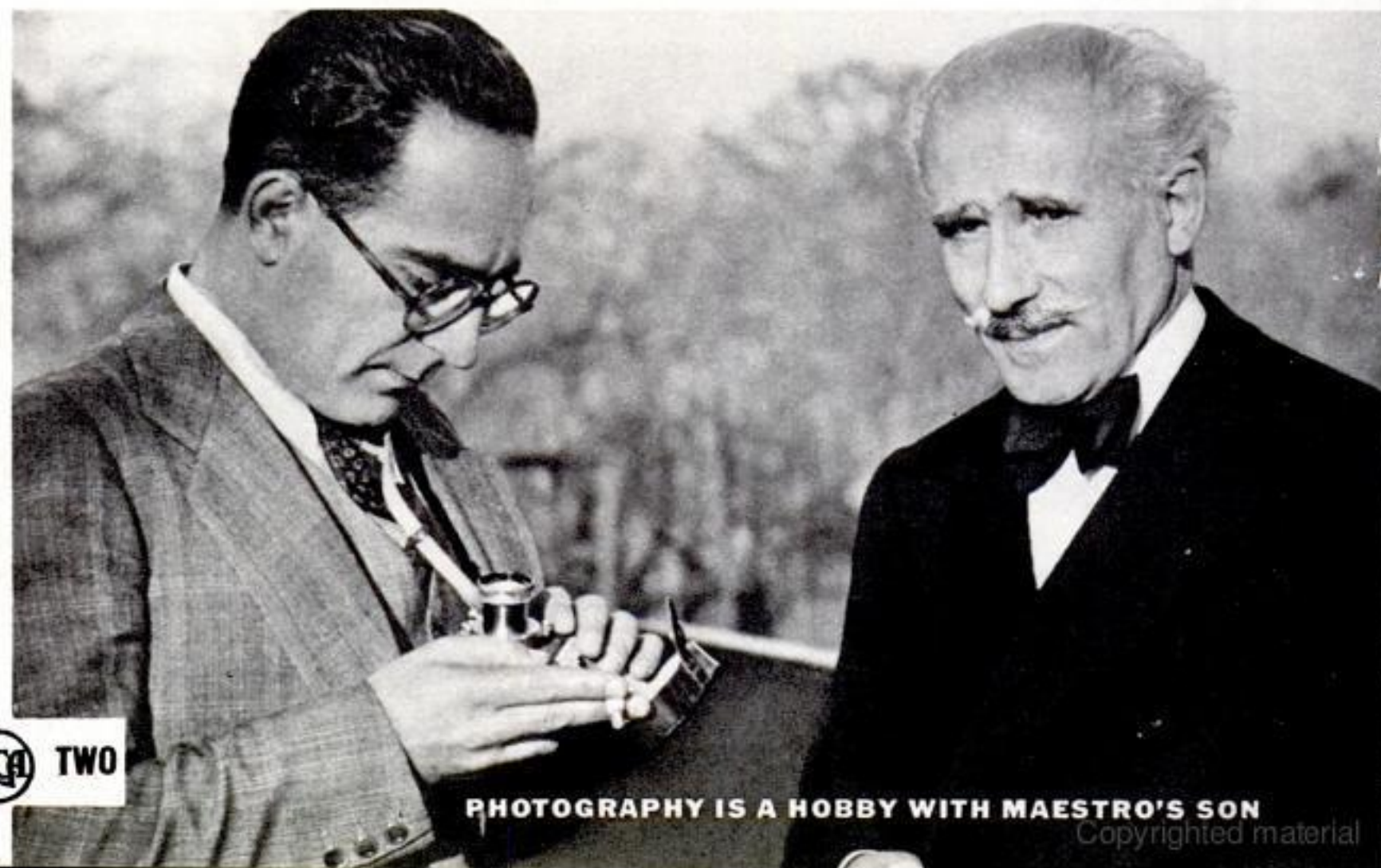
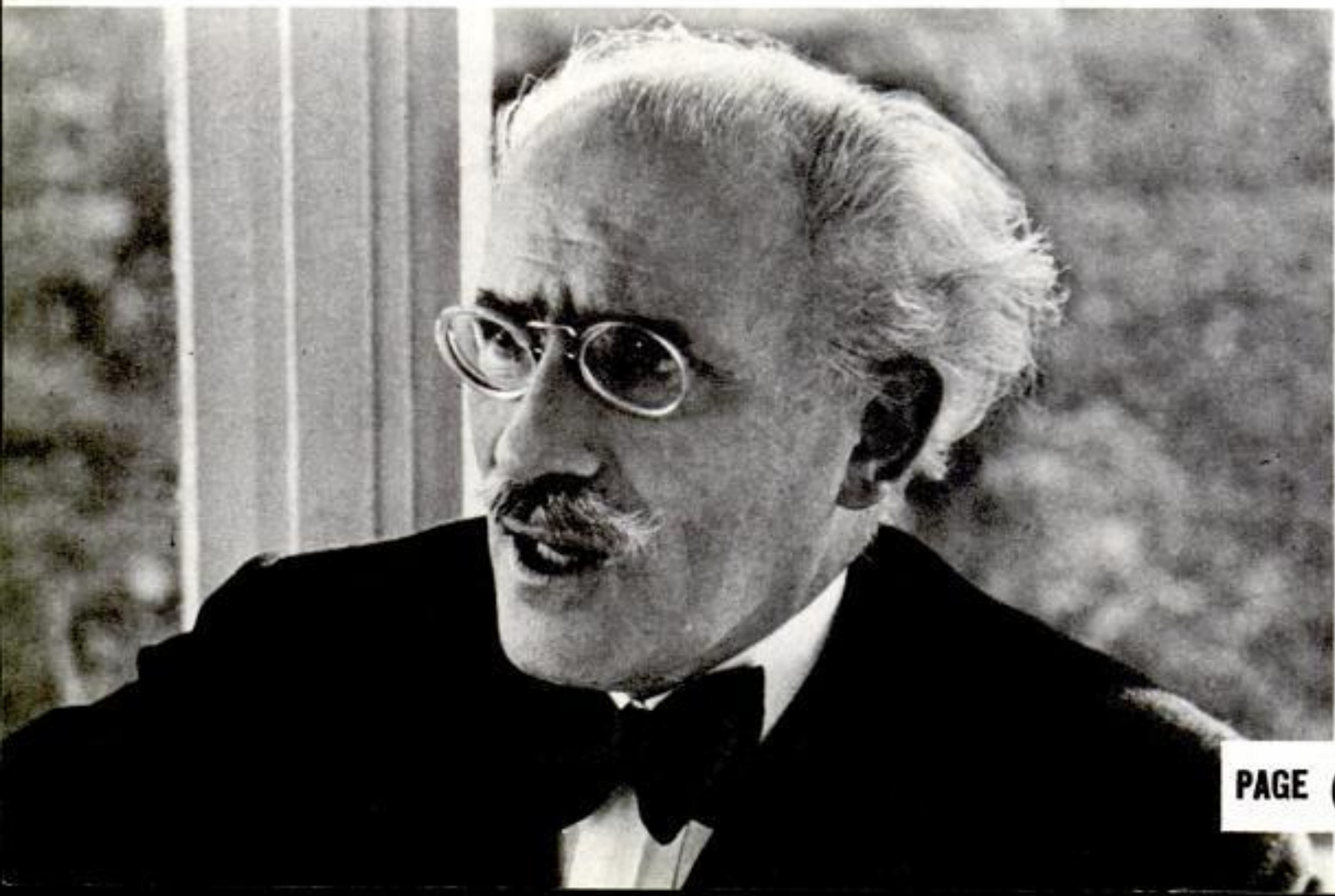


RADIO BRINGS ALL MUSIC TO ALL PEOPLE

NBC Symphony Orchestra, the world's greatest gift to music lovers, heads brilliant radio procession that offers listeners their choice of the whole range of music

While radio is concerned with virtually every human activity, music is its supreme gift to the world. It is generally conceded that the most brilliant musical achievement of radio is the NBC Symphony Orchestra, under the leadership of the great Maestro Arturo Toscanini. The performances of the NBC Symphony symbolize the colorful pageant of music which The National Broadcasting Company brings to millions of homes every day in the year. Before the days of radio, few were able to

hear the music they liked, still fewer to hear the foremost artists. Radio, under the American system of broadcasting and network programming, has vastly stimulated interest in music both among those who listen and those who play or sing. It has been done by bringing music into virtually all homes. The complete story of the manifold activities of radio in making music the possession of everybody is told daily through the speaker of your own radio—wherever your home may be.





"TIME OUT"

An NBC Symphony Concert is built on genius hard at work

To create the NBC Symphony Orchestra the world was combed for talented musicians. Yet even so distinguished a group of artists must toil through long hours of rehearsals to prepare for each of

its radio concerts. Most conductors sit down during rehearsals. Maestro Toscanini always stands. Asked about this the dynamic leader said "sitting down is for eating!"

In earlier days great orchestral performances lived only in the memories of those who heard them. Today, on Victor Records, they are the prized and permanent possession of music lovers the world over.



THE MAESTRO CONDUCTS



REHEARSAL FROM THE BASS CORNER



MISCHA MISCHAKOFF, CONCERTMASTER



TOMORROW IS ANOTHER DAY



A KETTLE DRUM ARRIVES

A SECTION OF THE BRASSES

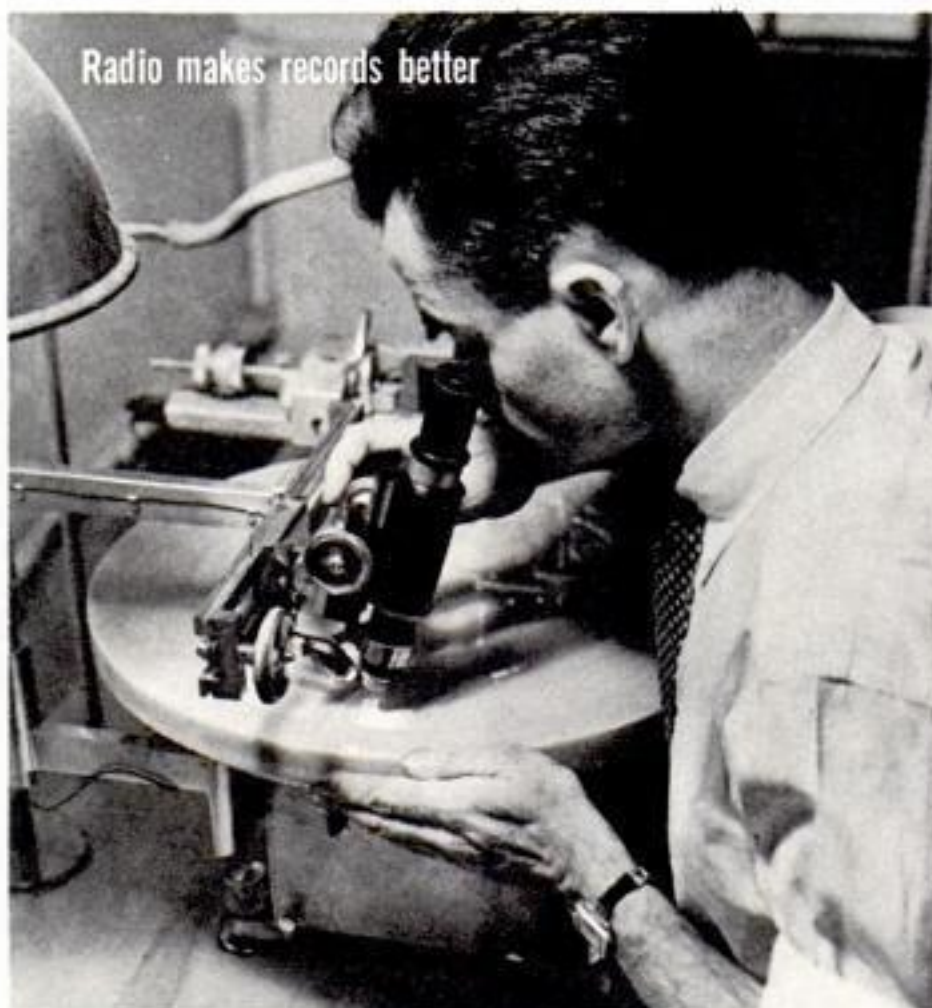
THE WOODWINDS REHEARSE





Swing—
Benny Goodman

The King in shirt sleeves—Here Benny Goodman smiles approval at Martha Tilton's vocalizing during rehearsal. Millions find daily pleasure in music of great dance bands over NBC networks—enjoy encores as desired, on Victor and Bluebird Records.



Radio makes records better

Today's Higher Fidelity Victor Records are in effect radio performances made permanent. The sound is heard by an RCA microphone, similar to those used in NBC studios, passes through a radio circuit and is engraved by electrical impulses on a waxed disc. Above is Victor Record expert inspecting a disc.



Concert—
Richard Crooks

Radio makes the voice of Richard Crooks, Metropolitan Opera and concert star, known and loved all around the world. Mr. Crooks is also among most popular of Victor Record artists in Victor Catalog, with more than 100 selections listed under his name.

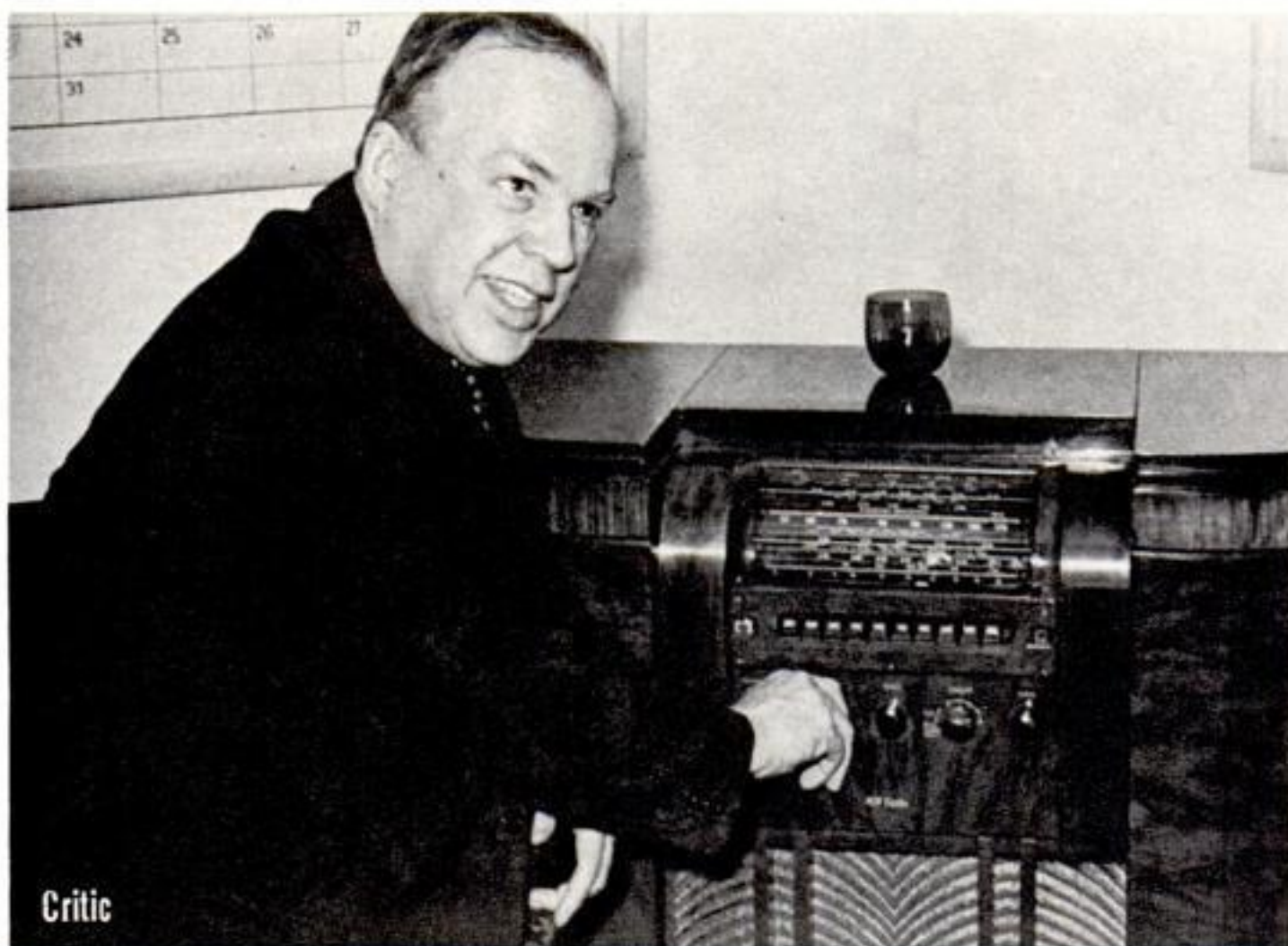


Swing
"Home, Sweet Home"

Added to the hundreds attending performances of swing masters are hundreds of thousands equally familiar with this music through radio and records. Low cost Victrola Attachment (shown above) plays Victor Records through virtually any modern radio.

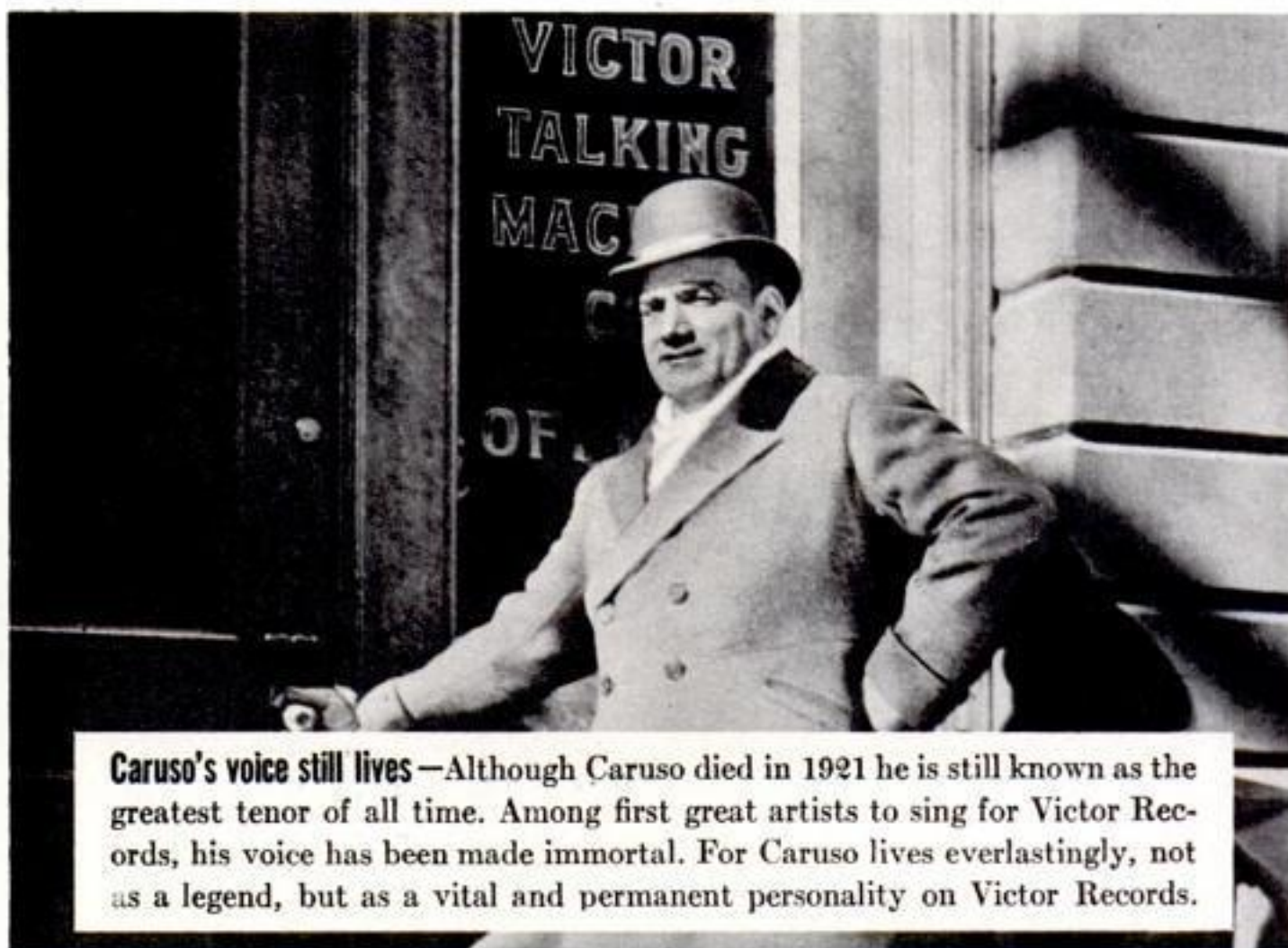


Swinging singing is Edyth Wright's specialty as she vocalizes with Tommy Dorsey's orchestra now at Hotel New Yorker. NBC broadcasts bring Dorsey music to millions. Victor Records make his spine-tingling "sending" available to everyone.



Critic

Are they good enough for the Fair? Olin Downes, Music Critic of the New York Times, and Chairman of the Music Committee of the New York World's Fair listens to an NBC broadcast of a Venezuelan chorus auditioning for the Fair. An RCA Victor High Fidelity Radio in his office makes it easy for Mr. Downes to hear the chorus at its best.



Caruso's voice still lives—Although Caruso died in 1921 he is still known as the greatest tenor of all time. Among first great artists to sing for Victor Records, his voice has been made immortal. For Caruso lives everlastingly, not as a legend, but as a vital and permanent personality on Victor Records.

RCA An Advertisement of **RADIO CORPORATION OF AMERICA** Radio City, New York
RCA Manufacturing Co., Inc. Radiomarine Corporation of America
R.C.A. Communications, Inc. National Broadcasting Co. RCA Institutes, Inc.

A MERRY CHRISTMAS



All Year 'Round!

RCA Victor presents a variety of musical gifts that keep on giving...at a variety of prices that make them easy for you to get for family, relatives and friends!

RCA Victor RADIOS



PUSH A BUTTON
there's your
Station!

A GRAND GIFT FOR THE FAMILY

A great value, too! Besides its striking new Console Grand Cabinet, this sensational radio offers Electric Tuning, Victrola Button, and a host of other excellent features.

A thrilling Christmas gift that the entire family will enjoy! This beautiful Model 97KG looks and sounds like a lot more than its price. Now only **\$85***

A CHRISTMAS GIFT THAT GIVES ENDLESS HOURS OF PLEASURE!

A masterpiece of beauty—in both cabinet and tone! Model HF-4 is a High Fidelity radio in a stunning 18th Century Cabinet. Brings you all the music that is broadcast—from the very lowest notes to the highest. Offers more than 20 great features including Electric Tuning, Victrola Button, Overseas Dial, Electrical Magic Voice, Magic Brain and Magic Eye. Its price including RCA Victor Master Antenna, is **\$175***



IDEAL GIFT FOR CHILDREN!

A superb radio for children, this Little Nipper model 9TX1 in Molded Plastic Cabinet, walnut finish, tan knobs. Only **\$9.95***
Other Little Nipper models in a variety of colors priced up to \$17.95*



GIVE A "PERSONAL" RADIO!

Model 96T2 has improved Electric Tuning, Victrola Button, 2-Band Straight-Line Dial, RCA Victor Metal Tubes. American and Foreign reception. Only **\$39.95***



RCA Victrolas



GIVE A GIFT OF ALL MUSIC!

Here is the complete musical instrument—a gift that will give countless hours of enjoyment. RCA Victrola Model U-125 has such outstanding phonograph features as an Automatic Record Changer for 10" and 12"

records, Crystal Pick-up and Top-Loading Needle Socket. Its radio has Electric Tuning and many other great features. Special 40th Anniversary price, with your old radio, only **\$135.00***
Price will be \$175.00 January 1st.



FOR THE COLLEGE STUDENT!

Boys and girls at college will appreciate this RCA Victrola. Model U-104 is the lowest priced electric RCA Victrola in history! Has crystal Pick-up, True Tracking Tone Arm, Tone Control for both radio and phonograph **\$19.95***

MORE THAN 6,500 CHRISTMAS SUGGESTIONS

In the Victor Record Catalog you will find a wealth of gift ideas. Most complete, compact and convenient musical reference work...lists wide variety of Victor Records COMPLETE with biographies, portraits, pronunciation tables, etc.



*F.O.B. Camden, N. J., subject to change without notice. Listen to the "Magic Key" Sundays, 2 to 3 P.M., E. S. T. on the NBC Blue Network.

VICTOR and BLUEBIRD RECORDS

A \$25.95 GIFT FOR \$14.95

The Victor Record Society Offer makes a wonderful Christmas gift. It's a \$25.95 value. Includes the \$14.95 (list price) RCA Victrola Attachment, \$9 worth of Victor or Bluebird Records, a \$2 subscription to the Victor Record Review and membership in the Victor Record Society—all at the amazingly low price of **\$14.95***



A FEW FAVORITE CHRISTMAS VICTOR RECORDS

26049, 26050, 26051—A collection of the six most popular Christmas hymns. Album No. P-2 . . . \$2.25
6607—Adeste Fideles—The Palms John McCormack . . . \$2.00

1748—Der Tannenbaum—Silent Night, Holy Night. Hulda Lashanska—Paul Reimers . . . \$1.50
25145—Santa Claus is Comin' to Town—Jingle Bells. Dorsey—Goodman . . . 75¢



RCA Victor

RCA MANUFACTURING CO., INC., CAMDEN, N. J.

A Service of the Radio Corporation of America



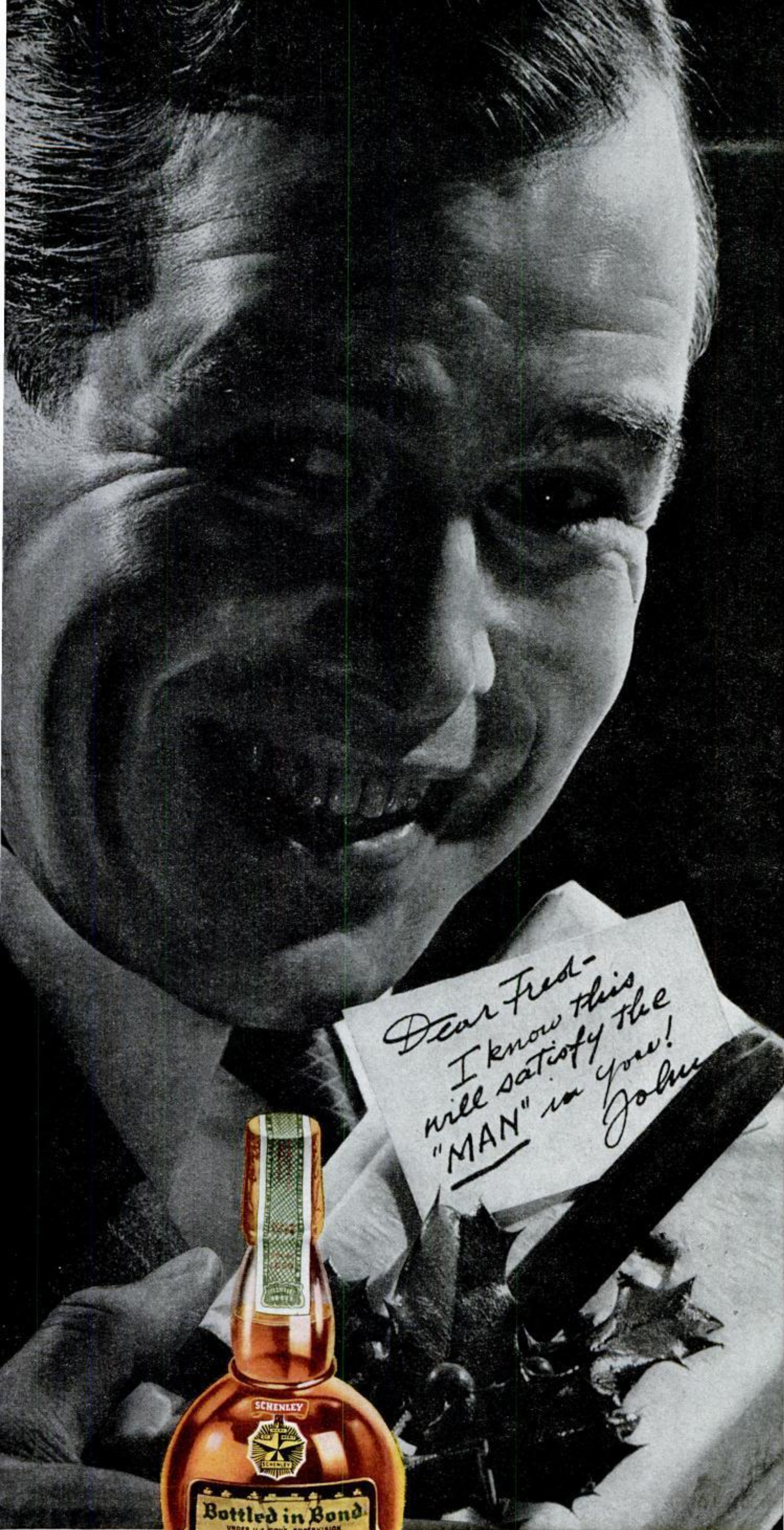
ONLY RCA VICTOR OFFERS RCA VICTOR METAL TUBES

Final touch in producing a radio with complete harmony—RCA Victor Metal Tubes. Made for RCA Victor Radios, they also improve the performance of any make of radio.

SPORTS

**"DEAD BIRD"**

There is no better quail shooting in the U. S. than in the blue smoky foothills of Missouri's Ozarks. Above, J. Scott Harrison of Kansas City has just flushed a covey and blasted the bird on the left. His second barrel caught one of those on the right for a double. This took place on a day soon after the season opened, Nov. 10, in the heart of Hickory County. The weather was perfect, cool and moist, and there were lots of birds. Missouri quail are big bobwhites. Their mating song is "poor Bob-white." They are not native but migrated into the country with the settlers, lived along the edges of the clearings and now are plentiful. Missouri is the only State with a game-conservation program written into its constitution.



A HEARTY BOURBON made from the rich, tender hearts of the grain!

You who are seeking some *unusual* gift for a gentleman who loves to live in lordly luxury... give him SCHENLEY'S BELMONT . . . a genuine old-style bonded Bourbon distilled by Kentuckians from the rich hearts of the grain. So mellow and fragrant, so wondrously deep in body is this delectable Bourbon, that every highball, cocktail or julep is a marvel of richness, even though you use considerably *less*. Schenley's Belmont is a Hearty Bourbon that is bound to win *his* heart.

Forty per cent of the grain kernel is discarded



In the diagram on the left, the "heart" of the grain is represented by the light gray portion. It is this highly flavorful core or heart that is used in making Schenley's Belmont "Heart of the Grain" Bourbon. Every precaution is taken to exclude the bitter, crusty shell. Approximately forty per cent of the grain kernel is discarded.

100 PROOF—COPR 1938, BELMONT DISTILLING CO., INC., LOUISVILLE, KENTUCKY

SCHENLEY'S

Belmont

KENTUCKY STRAIGHT BOURBON WHISKEY

BOTTLED IN BOND

ALASKA: VIVID COLOR IN GLACIER COUNTRY

The Alaska most people know is the winter Alaska of endless snows, reindeer and crystal-white glaciers. Quite another world is the summer Alaska. Soaring over the glacier country in Alaska's interior last August, Dr. Walter Clark of the Eastman Kodak Co. made a full picture record of its breathlessly vivid coloring.

Alaska's summer comes late but suddenly. Plants shoot up from the few feet of thawed soil and grow prodigiously under 20 hours of sunlight. Down through mountain gaps flow the long tongues of ice to lick at vegetation which rivals the tropics in luxuriance. Flowers bloom in brilliant reds and yellows on the banks of sky-blue glacial streams.

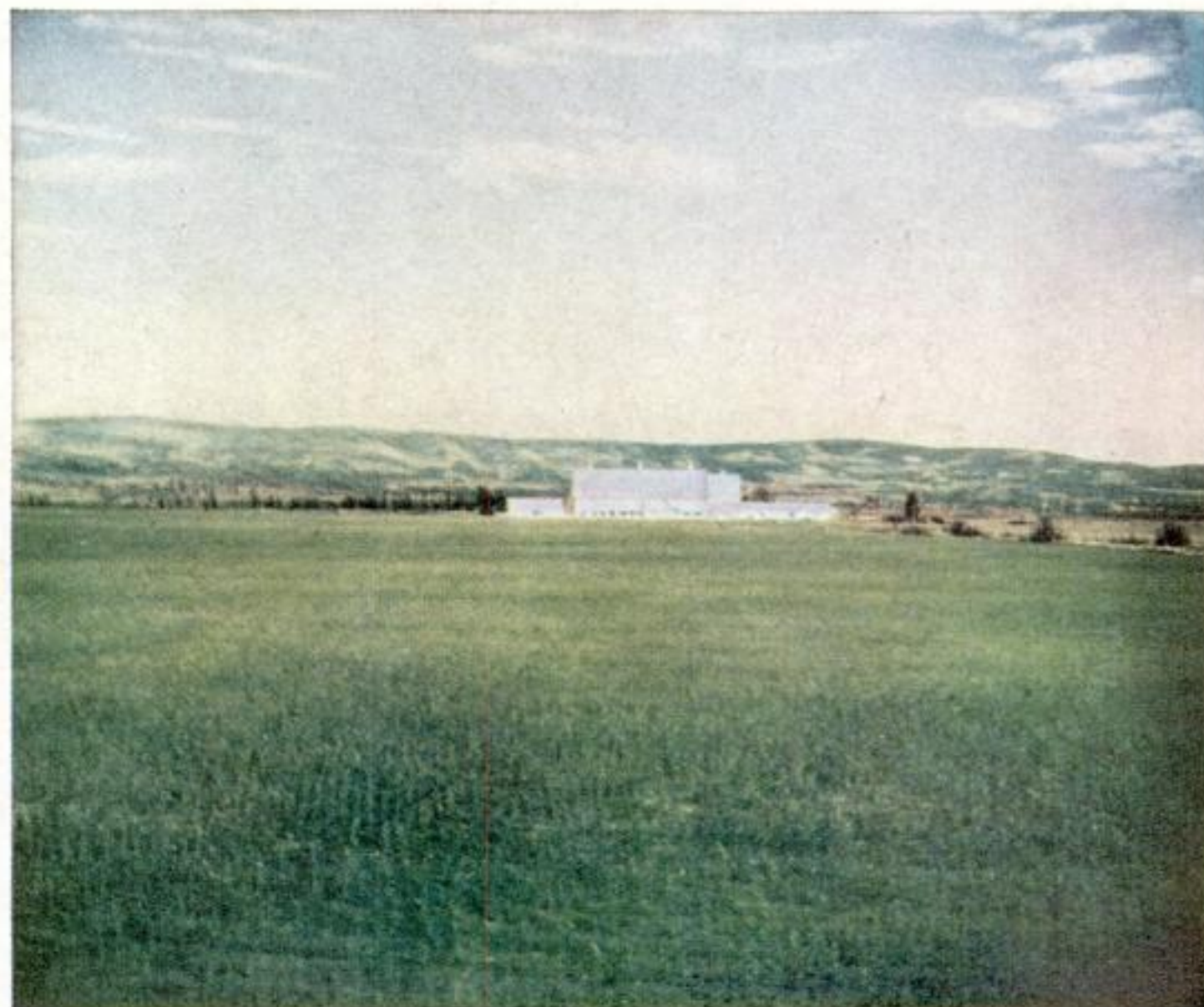
The airplane from which these photographs were taken carried Dr. Clark and Bradford Washburn, Harvard explorer, over a sheer mountain wall to the valleys of the St. Elias Range, accessible only by air. Looking down, they saw a mass of ice 235 miles long, at places 20 miles wide and thousands of feet thick—the greatest mass of ice yet discovered outside polar icecaps. In one area quartz veins were exposed, indicating vast mineral deposits, perhaps gold. Eventually the St. Elias Range beyond glaciers shown in these pictures may be opened up for mining, with men & machines carried by air over the mountain walls.



The Glacier City of Alaska is Valdez, built on coastal moraines where the glacial streams flow into the sea. From it runs the Richardson Trail, only highway into Alaska's interior.



Copper River Lowlands are covered with the luxuriant vegetation peculiar to Alaska. The dazzling green comes swiftly due to many hours of daylight and lasts less than two months.



A modern farm 120 miles south of the Arctic Circle grows wheat, vegetables and has grazing land for cattle. Four feet below the surface, however, the ground remains frozen solid.



The Martin River Glacier runs into the heart of the uncharted Chugach Mountains, a region which has been recently made accessible by airplane. Note wingtip of plane at left.



The Miles Glacier, with a front wall 200 ft. high, pushes down into Miles Lake. Because of a nearby railroad, this glacier is most frequently visited by tourists to Alaska.

Now a
DRY SHAVER
*worthy of the
name*
GILLETTE



COMBINING every advantage of electric razors now on the market, plus a host of new exclusive features and refinements, the Gillette Dry Shaver is a fine precision device worthy of the distinguished name it bears. For this dry shaver is the achievement of engineers and scientists who have spent a lifetime in the perfection of the finest shaving instruments known.

Comfortable Shaving Position

You naturally expect the Gillette Dry Shaver to surpass any other thus far obtainable—and it does! You get the cleanest, easiest shaves that an electric razor can give. So if you have a beard that is adapted to dry shaving, here is the instrument for you.

In designing this shaver, Gillette experts had in mind it would be used by men accustomed to shaving with a safety razor. So the shaving head is offset. Its gooseneck construction enables a man to shave with his arm in a natural position, much as he always has before.

This shaver nestles in your hand. You grip it without effort. The patented double-action cutter has a four-way beard pick-up. Even flattened bristles are lifted, fed to the cutter and sheared off at the skin-line.

You Get the Knack Quickly!

The high-speed motor is man-sized—never fades or falters when shearing dense patches of tough bristles. Light, easy strokes make short work of heavy stubble. No long training period is necessary. You'll get the knack of using the Gillette Dry Shaver in no time! The refinements of this razor extend even to its sturdy, all-steel traveling case. You'll like the removable

cradle that forms a convenient wall bracket for holding the razor when not in use. Notice, too, the unbreakable mirror that swings into position and makes shaving easy wherever you may be.

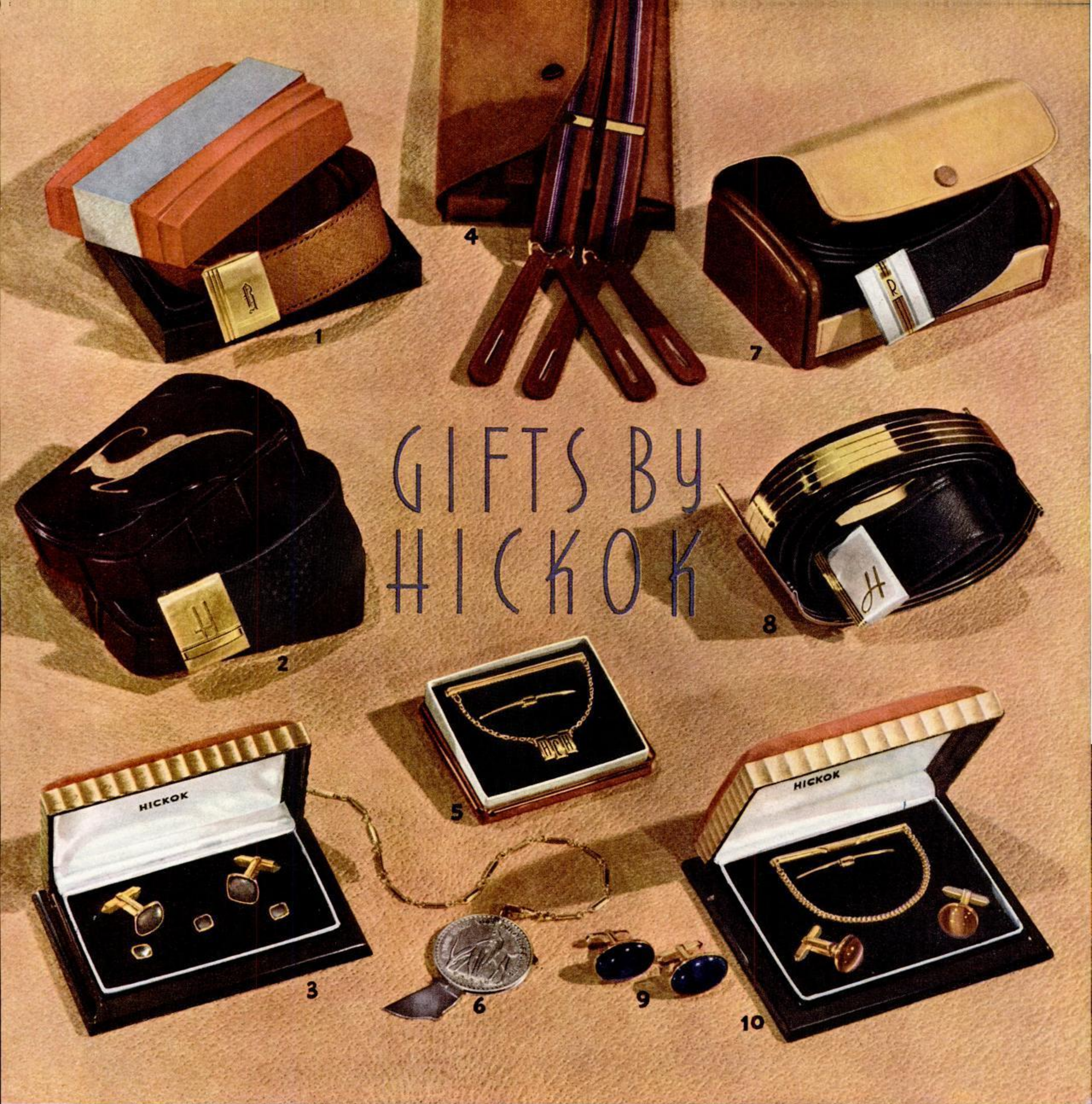
Built to exacting standards . . . this shaver is difficult and costly to produce. That's why it is the most expensive electric razor on the market. The price is \$20.

Complete Satisfaction Guaranteed

You buy the Gillette Dry Shaver with a full guarantee of complete satisfaction. If after a fair trial this shaver does not measure up to your expectations—if your beard is not suited for electric shaving—return the instrument to us and we will exchange it for Gillette Razors and/or Gillette Blades at list price to the full amount you paid.

Production is extremely limited. Not all dealers can be supplied. So hurry if you want a Gillette Dry Shaver before Christmas! Gillette Safety Razor Co., Boston.





GIFTS BY HICKOK

THE SEASON'S SMARTEST

Every man on your list will approve your choice if it's a Gift by Hickok. He'll like the up-to-the-minute styling — the solid value in fine materials and craftsmanship. There's extra value in the packages, too... each has a practical use of its own. The Hickok gifts shown here — and many others — await you at good stores everywhere.

1 He'll cheer your choice... if you present him with this finer gift set. The belt, of shrunken-grain calfskin, saddle stitched, cowhide lined. Sterling silver buckle with his initial. Strikingly packaged in a smart cigarette humidor, with colorful Metal-Craft cover. These two gifts in one, complete . . . \$3.50

2 Two gifts in one. A smartly styled belt set in a finely designed cigarette humidor. The belt is Caribou grained cowhide... in black, grey or brown... with handsome Hickok-plate buckle. Complete . . . \$2

3 He'd like this dress set in white pearl, smoked pearl or onyx. Airline cuff links and studs in useful jewel case \$5. With vest buttons . . . \$8

4 Two gifts in one. Hickok ActionBAK braces — famed for comfort — in a smart necktie folder... for home or travel use. The complete set . . . \$1.50

5 His own three initials on a smart new tie chain... and a collar bar... both with the famous Alligator Grip. Smartly packaged in a useful ash tray . . . \$1.50

6 The gift that's new — different. Hickok Koinife. Silver dollar size... blade and file of finest steel, \$2.50. Others up to \$50. Key chain or Waldemar watch chain, \$2.50. Set as illustrated... in handsome jewel case . . . \$5

7 Two gifts in one. A smartly styled belt set in a handsome and useful all-purpose case of fine leather and walnut. The belt — in black or brown hand-boarded calfskin is suede lined. Lifetime sterling silver buckle with 14 kt. gold stripe — initialed for him. Complete . . . \$5

8 Belt set packaged in an unusually attractive desk blotter... for home and office use. The belt is of sturdy steerhide bridle, in black or brown. The rich Hickok-plate buckle is smartly initialed. The set, complete . . . \$2

9 To go with his new French cuff shirts give these finely styled Hickok Airline cuff links. Fashion-correct stones in colors of wide variety. In handsome gift box . . . \$2.50. Other Links . . . \$1.50 to \$10

10 A complete jewelry gift. Airline links in his favored stones and colors, famed Alligator Grip tie chain and collar bar in lustrous golden tones. In deluxe jewel case, \$3.50



COBINA WRIGHT JR. IS THE HIGHEST PAID OF THE SOCIALITE SINGERS. SHE GETS ABOUT \$300 A WEEK

ADELAIDE MOFFETT, PRETTIEST OF SOCIALITE SINGERS, GOES OVER AN ARRANGEMENT WITH VINCENT LOPEZ



SOCIETY GIRLS SING FOR THEIR CHAMPAGNE SUPPERS IN SMART MANHATTAN CAFES

Back in 1934, a beautiful society lady named Mrs. W. Stuart Symington III startled New York society by becoming a night-club singer and, what was more, making a great success of it. The Symingtons had suffered somewhat during the Depression and felt they needed money. Eve Symington made a good deal, reaching a salary of almost \$1,000 a week. Last year she retired but in her wake has sprung up a whole new society phenomenon—the socialite singer.

All over Manhattan, society girls are now singing and crooning and moaning into microphones. More than half the current singers in the expensive East Side cafes are socialites singing for champagne suppers. A few of them need money, work hard. But most want publicity and glamor and do little work. None of them tries the tougher Broadway night clubs where their names would mean little. Staid society, already aghast at the publicity appetite of today's debutantes, thinks the trend is deplorable.

Most of the girls are not very good and at least one, well-publicized Sally Clark, sister of John Roosevelt's wife, was a flop. Among the most serious of them are Cobina Wright Jr. and Adelaide Moffett. Miss Wright's mother, who comes from a good Boston family, made a social career of music and party-giving. No longer rich, she now makes money singing and coaching singers. Her pretty 17-year-old daughter has just finished an engagement at the Waldorf-Astoria where her good looks attracted more attention than her microphone murmurings. Adelaide Moffett is the daughter of James A. Moffett, chairman of California Texas Oil Co., who is annoyed at her singing. Last year Adelaide, unable to pay for \$9,000-worth of clothes, filed a petition for bankruptcy. She opens soon at Delmonico's. A new kind of society singer is Alice Marble, U. S. tennis champion, who sang in a choir when she was a girl, is now making her professional debut at the Waldorf.



Tennis Star Alice Marble, replacing Cobina Wright Jr. at the Waldorf-Astoria, inherits a good voice from her mother.

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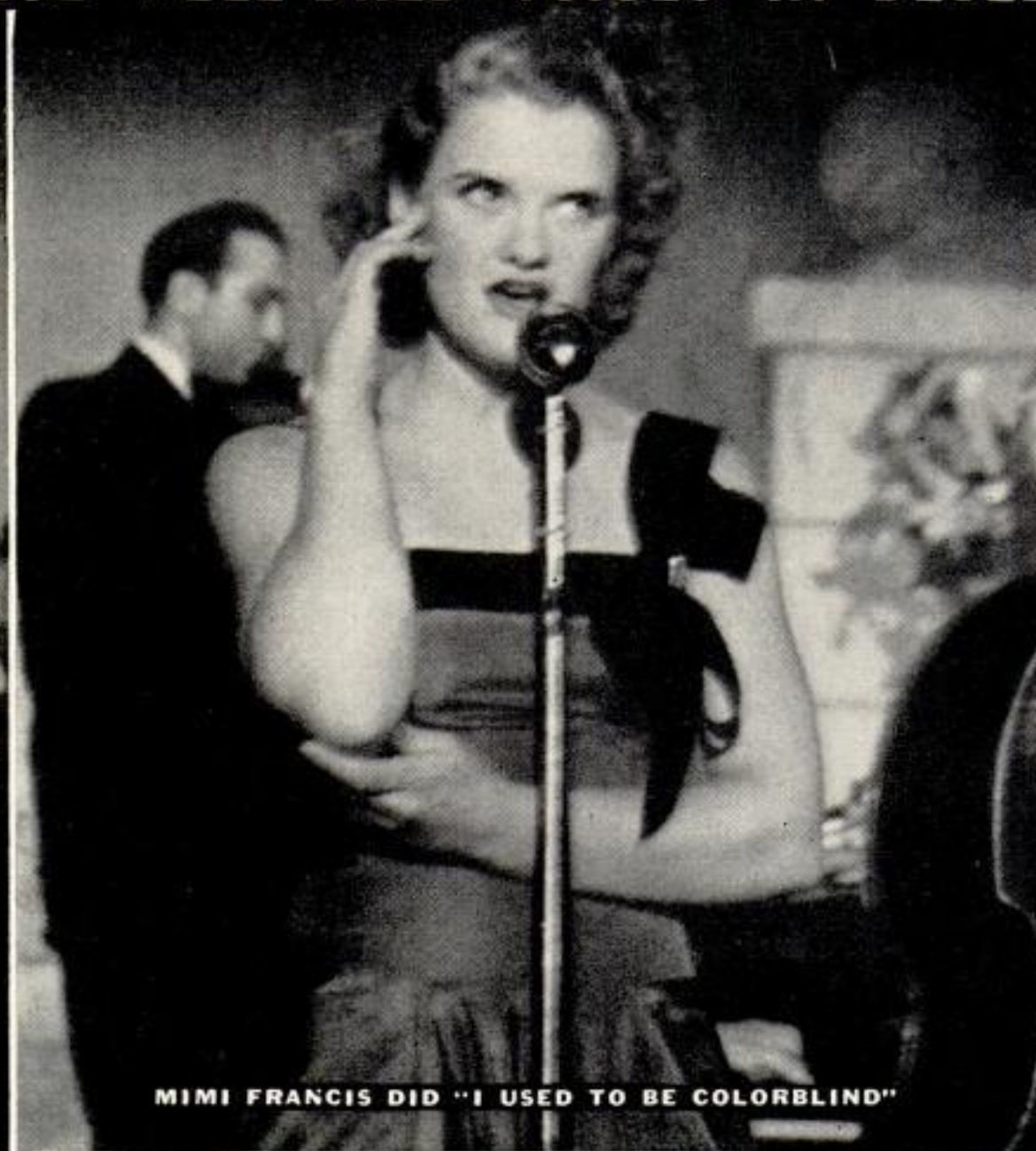
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ELEVEN SOCIALITES RAISE WELL-BRED VOICES IN BLUEBLOOD AMATEUR CONTEST

Page 56



BETSY JANE SMITH SANG "MY REVERIE"



MIMI FRANCIS DID "I USED TO BE COLORBLIND"



FAITH LITTLE GAVE "YOU GO TO MY HEAD"



KATHERINE PALMER PLAYED AND SANG "SMALL FRY"

The itch that socialites have to be singers came out in a big rash recently when Le Coq Rouge, New York City cafe, ran an amateur contest which was open only to debs or post-debs of good social standing. About 30 of them entered. After elimination trials, eleven of them sang publicly at Le Coq Rouge on election night. They were all of eminently good families but most of them were much more at home in the Social Register than in any musical register. The audience, packed with friends, greeted their soft quaverings with loud applause. They simply loved Audrey Gray whose aunt is the Duchess of Marlborough. Audrey got second prize. The winner and easily the best of them all was Anne Francine, an attractive contralto from a fine Philadelphia family. As winner's prize, she was given a job singing for pay at Le Coq Rouge. But when her grandfather heard that Anne was singing in a night club, he grew very angry and Anne, mock-seriously, told friends that he was cutting her off without a cent. Anne, however, is already taking screen tests.



DAPHNE NELSON NERVOUSLY SANG "HEART AND SOUL"



AUDREY GRAY WAS SECOND WITH "LADY IS A TRAMP"



PATTY CARTWRIGHT GAVE "IN THE STILL OF THE NIGHT"



THE WINNER, ANNE FRANCINE, SANG "NIGHT AND DAY"

CONTINUED ON PAGE 58
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One of the new "Paris" Ensembles! Seven beauty aids, all "Paris"-scented. **975**

Toilet Water, Atomizer, (right) Powder, "Paris" Perfume. **250 335**

Another adventure in "Paris"... Coty Eau de Toilette, Bath Salts, Talcum. **295**



"Emeraude Ensembles"... charm aids, glowing with the "jewel" fragrance... **325**



(left) Purser, Compact, Lipstick, (right) Talc, Toilet Water. **395 185**



Opulence is expressed by the Persian decor of this Coty Emeraude Quartette. **500**

FRAGRANT GIFTS FOR "Charm" COLLECTORS



Coty En Route Kit; Creams, Lotions, "Air-Spun" Powder, Rouge, Lipstick, Tissues. **295**



To please the man who's hard to please. Shaving Cream, Lotion, and Talcum. **225**



Around the clock with Coty... six dramatically posed Perfumes in a white case. **1175**



(left) A "purse-onal" gift, (right) Cologne with Atomizer... **395 175**



How to give a "big" present at little cost. Big jar of Bath Salts, Dusting Powder. **225**



(left) A Purse Trio, (right) Eau de Toilette, "Air-Spun" Face Powder. Either set is **200**

These gifts must be lucky... they wear so many "charms!" Charms inside... the famous charms of luxurious Coty Perfumes, of exquisite creations for beauty care. Outside... many of these radiant gifts feature a motif of "good luck charms!" The Elephant. The Four Leaf Clover. The Heart. These, and many other "magic" symbols wrap your gift in gayety and mystic meaning!



"Paris" Perfume \$9.75, L'Aimant \$14.30, Emeraude \$9.75. Many other sizes at many prices....



A treasure chest of Coty Perfume, Powder, Eau de Toilette, Lipstick, Compact. **675**



Eight of Coty's most lovable luxuries... in a satin lined case. Truly, a regal gift! **1375**



The smart pancake-thin "Air-Spun" Vanity, Perfume Purser, Lipstick, Powder. **500**

COTY



(continued)

SOCIALITE SINGERS TAKE JOBS AWAY FROM POOR GIRLS



YOU'RE WHIPPED from the moment you get out of bed. You dread the day ahead of you. Your step has lost its spring . . . your hand its skill.

Is it any wonder that your friends begin to doubt you . . . that you lose the confidence of men in business . . . that people look at you and say: "He's slipping"?

Wasting your Richest Years And yet there's every reason why the "after-40" years should be the richest and most promising of all. But you must get that body of yours back into shape. You need to feel the energy flowing in your veins again, until you wake each morning full of zest!

What You Should Know Many people may experience a sudden decline in health after 40—for two common reasons:

1. They need certain vitamins—and may not get enough of them from ordinary meals.
2. Poorer digestion may prevent them from making full use of the vitamins in foods they do consume.

There is a fresh food that can help both these after-40 troubles—Fleischmann's fresh Yeast. Eat it regularly—and we promise you, not a miracle of rejuvenation, but a steady improvement of that run-down feeling due to lack of certain vitamins and slow digestion.

Aid for "AFTER 40" For Fleischmann's Yeast is rich in four needed vitamins. And the yeast acts like a "booster" for these vitamins when digestion is slow. It supplies other essentials that help you make fuller use of these vitamins and the food you eat.

And the stimulating action of fresh yeast on the digestive tract helps restore lost appetite due to lack of certain vitamins. It helps keep the intestines free of toxic wastes . . . aids in strengthening undernourished nerves, and helps tone up the system.

Every grocer has Fleischmann's Yeast. Start eating it regularly—one-half hour before meals. Begin now!

"I let my digestive system get out of order and I didn't get any pep into my work. A friend told me about Fleischmann's Yeast. I ate it regularly and began to feel better . . . began to get back into my old form."



LESLIE KINGDON

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SIGRID LASSEN SINGING INTO THE MICROPHONE AT ARMANDO'S

Ten years ago, when debutantes and socialites discovered that there was fun and profit in becoming dress models, professional models complained with justice that rich girls were taking the bread out of their mouths, not because they had better figures or faces or even manners but simply because they were social. Today the craze for modeling has somewhat abated but the present flood of socialite singers is meeting with the same complaints from professional singers. They say that most society warblers are hired for the friends and publicity they bring to cafes. The charges are true enough. Cafe owners are quick to hire socialites and quick to fire them, anxious to keep fresh faces moving through their establishments. After a few weeks of work, when the glamor of the job and the kindly interest of their friends have faded, the girls are glad to quit. While they are working, however, they brashly ignore police regulations. New York City forbids night-club entertainers to sit with guests. Recently, a Broadway place was closed for a night by the police for breaking this regulation. But the socialite singers always sit with their friends, as Sigrid Lassen is doing below.

Miss Lassen, one of the newer and better socialite singers, sings at Armando's. She is the daughter of Princess Ketto Mikeladze, a hard-working Russian noblewoman, who has been a Ziegfeld girl, a dressmaker, a saleslady. She now works for Elizabeth Arden. Sigrid also works hard. No butterfly-by-night, her days are full of rehearsals, studies, trying out new songs. Her salary is less than \$100 a week but expenses run high—for new clothes and for new arrangements, neither of which night-club singers can neglect.



SIGRID LASSEN SITS WITH GUESTS AT ARMANDO'S. LEFT TO RIGHT: DORILIO BRAGGIOTTI, SIGRID, COBINA WRIGHT SR.



STUCK AGAIN!
HOPE I'M NOT GOING TO
HAVE TROUBLE LIKE
THIS ALL WINTER!

AVOID WINTER GRIEF!

SKIDS

STALLS

SHIVERS

To Avoid **SKIDS! STALLS! SHIVERS!** Get This 3-Way Protection **Now!**

1. QUICKER STOPS—

SURER PROTECTION AGAINST SKIDS
WITH THIS NEW ROAD-DRYING TIRE!

● With wet, skiddy weather ahead, it's no time to be riding on smooth, worn tires. Play safe. Change now to the new Goodrich Safety Silvertown with its amazing Life-Saver Tread that acts like a whole battery of windshield wipers—sweeps wet roads dry—gives you the quickest non-skid stops you've ever seen! And remember, AT ALL TIMES Silvertowns give you that other great life-saving feature—the famous Golden Ply blow-out protection. Yet they cost not a penny extra! See your Goodrich Dealer or Goodrich Silvertown Store today.



The New Goodrich
SAFETY Silvertown

2. QUICKER STARTS—

WITH THIS NEW-TYPE BATTERY GUARANTEED AS LONG AS YOU OWN YOUR CAR!

● Yes, sir, that's the sensational Goodrich guarantee! Drive your car as long as you like—as far as you like—and if the Goodrich Kathanode Electro-Pak you buy fails to give satisfactory service in that car, The B.F. Goodrich Company will replace it, *without charge*, as clearly stated in the written guarantee. If you want to save battery grief and expense this winter . . . next winter and for years to come, put this guaranteed super-powered battery with its exclusive Power-Saving Top Cover in your car today. That's the way to get off to a "flying start" no matter how cold the weather gets.



The New Goodrich
KATHANODE Electro-Pak

3. QUICKER HEAT—

ALL THROUGH YOUR CAR WITH NEW
TWIN-FAN "HEAT CONDITIONER"!

● Here's a complete heat conditioning unit for your car that has TWICE the number of fans found in ordinary heaters! That's why it sends glorious warmth down to the floorboards—up to the windshield defroster outlets—to the whole front seat—and out through the entire car. What's more, this Goodrich Model "81" Heater is streamlined—compact—gives plenty of leg room. And it has the most powerful car heater motor ever built. Install a Goodrich Model "81" Heater now. That's the way to give EVERYONE in your car a real "heat conditioned" ride . . . that's the way to "shiver proof" your car all winter long.



The New Goodrich
Model "81" Heater

See Your Goodrich Dealer

FOR MONEY-SAVING, TROUBLE-SAVING PRODUCTS ALL YEAR 'ROUND • Free Service

FAMOUS PARKER GAMES



CROSSWORD LEXICON

This Winter's OUTSTANDING GAME

There's endless variety and good fun in this sensational Crossword Card Game, which has become "The Rage of Two Continents!" 2 to 7 players — or solitaire. Double the fun for large groups with TWO PACKS. Crisp TWO-COLOR cards with letters and scoring numbers. Single Pack, 50c — Double Pack, Gold Box, \$1.00.



PEG CHOW AND TELKA

PEG CHOW (Parker Brothers' Chinese Checkers) and TELKA, a still more exciting game, are both played on this board. TELKA is a jumping and capturing game unequalled for 2 or 4 players, and unequalled as a partnership game for 4. We especially recommend TELKA. Standard Edition, \$1.50 — Junior Edition, \$1.00.



MONOPOLY

BEST SELLER among the World's Great Standard Games!
Sets from \$2 to \$25



LONE RANGER

Great Children's Game
Whirlwind Board Game of the Great Western Plains! Enjoy the excitement of tracking down the bandit as you ride with The Lone Ranger, Silver and Tonto. Price, \$1.00.

"HI-YO SILVER" Card Game, 50c.
CAMELOT, Exciting Battle Game for men and boys, \$1 and \$2; VAN LOON'S "WIDE WORLD" Great Travel Game, \$1.50; SORRY Fast Action Board Game, \$1 and \$1.50; PROFESSOR MIKE KROPHORNE "Radio Question Game," \$1; BOAKE CARTER'S "STAR REPORTER" Game, \$2; LOWELL THOMAS' "WORLD CRUISE" Game, \$3.50; ROOK, PIT, TOURING, Famous Card Games, 75c.

PARKER GAMES
at all dealers
OR BY MAIL

PARKER BROTHERS INC.
SALEM, MASS. • NEW YORK • LONDON

The Strange Case of — MARK SULLIVAN IN QUEST OF HIS YOUTH

No top-notch journalist of today has looked backward more persistently or with more longing than Mark Sullivan, Washington pundit for the New York *Herald Tribune* and 48 other newspapers. Twelve years ago he began publication of *Our Times*, a history of America since 1900 which gave most of its attention to the ordinary aspects of life. It was filled with scandals, fashions, song lyrics and a nostalgia for the days when the century and Mark Sullivan both were young.

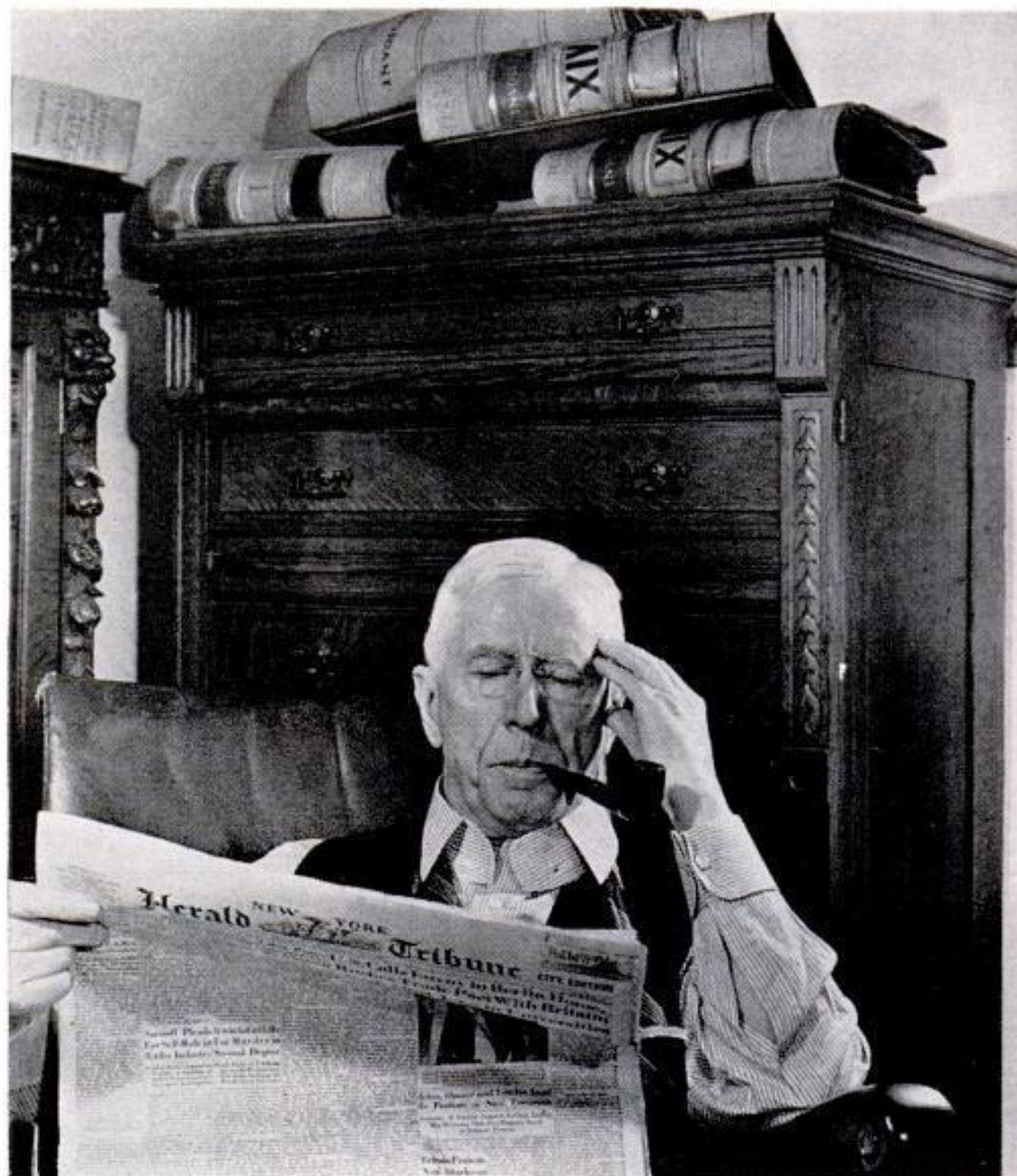
Now Mr. Sullivan looks backward again in his autobiography, *The Education of an American*. It tells the story of Mark Sullivan, who edited his own paper at the age of 20, became a muckraker, the editor of *Collier's*, the confidant of Teddy Roosevelt and Herbert Hoover. On Nov. 16, Mr. Sullivan went back to his past and West Chester, Pa., to celebrate his new book by doing a day's work in the town where, in 1888, he got his first job.



MARK SULLIVAN AT 17



A GOOD BOY, MARK GOT THIS REWARD FOR MERIT IN PRIMARY SCHOOL



AT 64, MARK SULLIVAN TODAY IS A CONFIRMED REPUBLICAN



for
SPORT
AND
DRESS

HAMLEY
REAL
SADDLE
LEATHER
BELT

\$2.00

A fine belt embossed in the Mexican manner but designed especially for sport and dress wear. 1-in. wide, beautiful dark russet color, solid bronze buckle. Order now—money back guarantee. **HOW TO ORDER:** Leading men's shops feature Hamley Belts. If your dealer doesn't have them, send his name and your check for \$2 and we will ship direct postpaid. (Real hand-tooled belt, similar design to picture, \$5.00.) Be sure to give waist measure. Illustrated folder of Hamley Belts and Saddle Leather Kit Boxes sent free on request.

Other Quality Belts — Plain and Fancy \$1.75 to \$7.00

HAMLEY Solid Leather
KIT BOXES and BELTS
HAMLEY & CO., World's Leading Cowboy Outfitters
Pendleton, Oregon, U.S.A.



JUST IN TIME FOR CHRISTMAS!

New! BALAR

...3X POCKET FIELD GLASS
BY BAUSCH & LOMB

Get all the thrills and action close up at sports events, the theatre, outdoor hobbies. BALAR, the new Bausch & Lomb glass, will give you a fine, sharp view, is so compact it will fit in vest pocket or handbag. Scarcely larger than a package of cigarettes, weighs but 6 ounces. For a top-flight Christmas gift, see BALAR at your dealer's or order direct, postpaid, \$19.50

Bausch & Lomb field glasses and binoculars are \$16 to \$132. Send for Catalog

BAUSCH & LOMB
811 LOMB PARK ROCHESTER, N. Y.

CONTINUED ON PAGE 62

THE ANSWER TO LIFE'S CHRISTMAS PROBLEMS



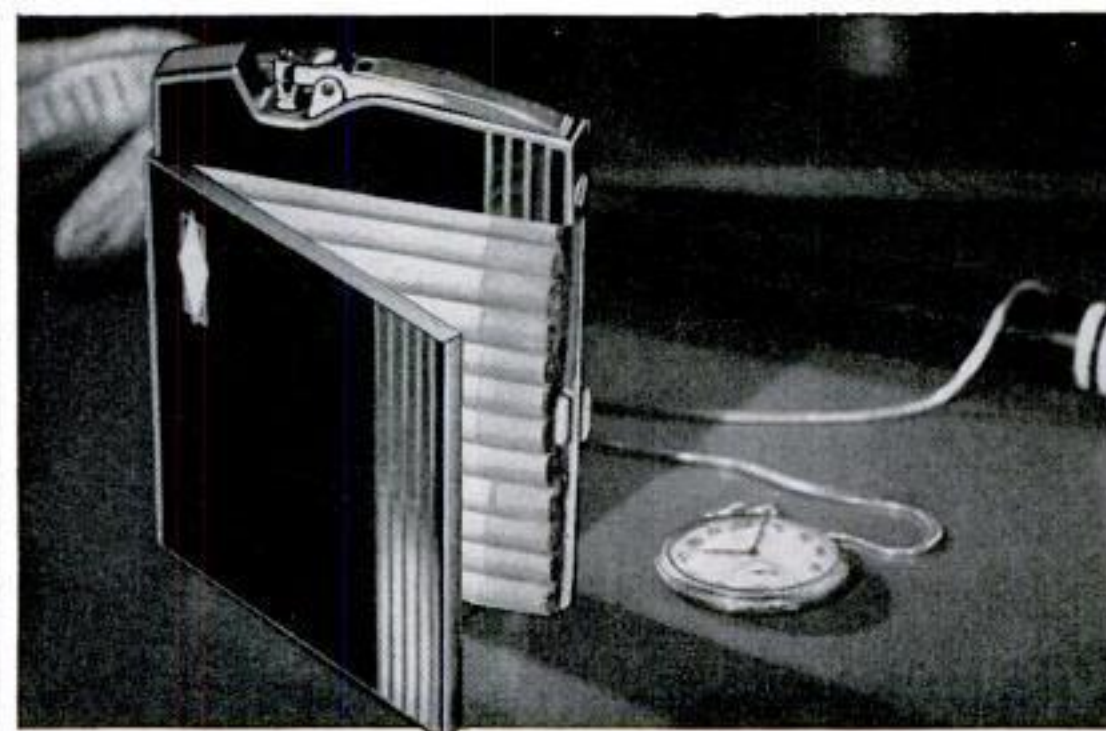
Answer 1 "I can think of nothing which will give her more pleasure or service than this Literpac. It's a RONSON Lighter combined with powder-compact, complete with sifter, puff and mirror. You'll take it? Only \$8.50 please. Thank you. She'll love it."



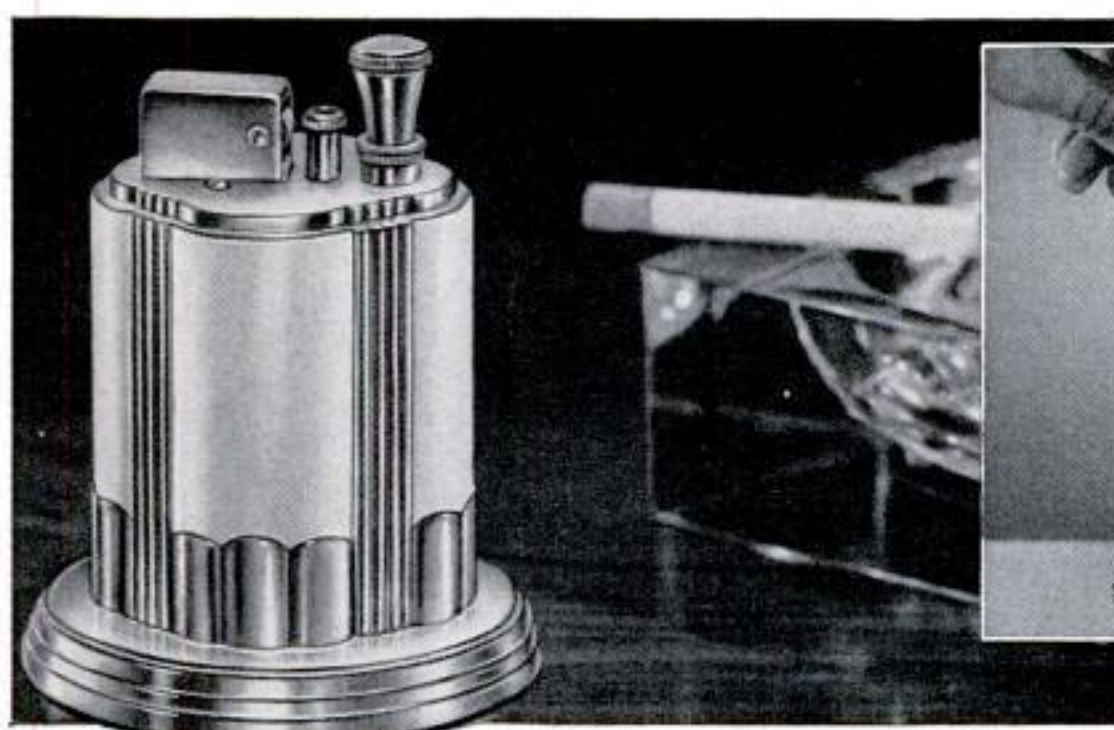
Smoking Gracefully

Lots of us thought Burgess Meredith slammed at women smokers a bit too roughly, not so long ago; when he declared they've never learned to do the thing gracefully. Be that as it may, beautiful and feminine smoking accessories add greatly to a smart woman's charm. I've seen nothing more apt to give Mr. Meredith a change of heart than Ronson's new styles in lighters.

[Excerpt from an article which appeared recently on the Society and Style page of a prominent New York City newspaper.]



Answer 2 There is no handsomer and more useful accessory of dress than a RONSON. Considering its thinness, this well-groomed RONSON Monarch holds a surprising number of cigarettes and gives days of lighting on one filling. An ideal gift at \$13.50. Other combination models, \$7.00 up.



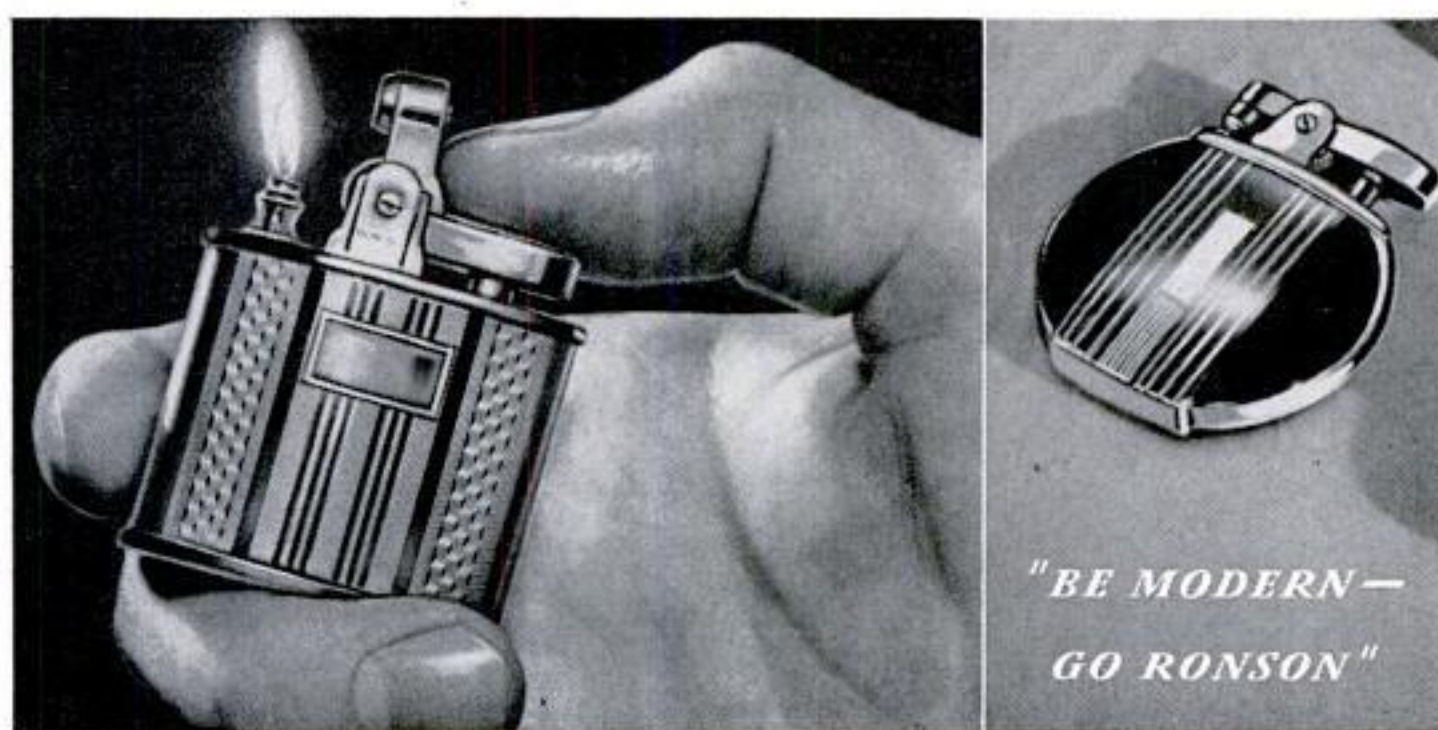
Answer 3 A smart, modern, convenient table appointment is the RONSON Touch-Tip DeLuxe Table Lighter. A gift any hostess or family will receive with delight. Among the fine finishes is a gold plated, white enameled model, the last word in useful elegance. Costs but \$10.00 (\$7.50 in Chromium Plate and Enamel). Other Touch-Tips, \$5.50 up. . . . Hint—no more burnt table-cloths.



Answer 4 "Jim, I've just realized why I give more business to you than to others. Your office is so darned comfortable I hate to leave." A most "comfortable" office or home RONSON is this Touch-Tip & Cigarette-Box Set. One filling of automatic lighter serves for months. "Expensive-looking" but costs only \$12.50. A great gift.



Answer 5 On the dining or incidental table, RONSON Decanter DeLuxe will repeatedly invite the comment "What a lovely lighter. I must get one like it." Whether in polished or satin silver or in Chromium Plate at \$10.00 or in gold plate at \$12.50 it has the appearance of an objet d'art worth many times its price. A superb gift. Other table lighters, \$5.00 up.



"BE MODERN—
GO RONSON"

Answer 6 & 7 Whether you select for a lady or gentleman the Standard (in the hand) at \$3.75 or the Viceroy (right) at \$5.00 you will be giving (1) an unfailing servant, (2) a well-groomed companion, (3) a life-long friend and (4) a warmly welcome gift. Many other models of beautiful finish and design.



Answer 8 For friends who smoke as they write there is no more unusual, lasting and highly useful gift than the RONSON Penciliter. A gift of this superfine propel-repel pencil, combined with lighter, will earn you not only a sincere "Just what I wanted" on Christmas Day but also during years to come. . . . Only \$4.50

RONSON, 40 Aronson Square, Newark, N. J. Also Toronto, Canada and London, Eng.

RONSON

WORLD'S GREATEST LIGHTER

See these and many other RONSON answers at your jewelers, department store or any store where smokers' fine articles are sold . . . Even the least expensive RONSON has an "air"—an air of elegance and value. Add lasting usefulness and the fact that to proffer a light with a lighter* is considered today "the smart thing to do" and the RONSON becomes an indispensable possession as well as the perfect gift—from everyone—to everyone.

*Particularly with a RONSON.

GEE! I WISH WE HAD ONE



EVEN the children realize that a Toastmaster automatic pop-up type toaster is something to be proud of. They *know* it's "tops"—just as you know that its graceful lines, its polished chromium, etched in perfect taste, are an ornament to your home.

And that's saying nothing about *toast*. Let's get right down to cases and see how this toaster goes about it! Perfectly simple—you set the indicator for *your* taste in toast; you drop in two slices of bread; you press down the lever—and forget it.

Nothing more for *you* to do. Now the Flexible Timer takes complete charge. It times every slice—fast when the toaster is cold, faster when it's hot. Then—up pop the crisp, golden slices and off goes the current, automatically. No watching, no turning, no burning. Even the children can make perfect toast every time.

Looking forward to years of pleasant breakfasts, why not treat *your* family to a Toastmaster toaster—and, incidentally, to the best toast you have ever eaten! You'll find the *new* 2-slice Toastmaster* toaster wherever fine appliances are sold. And don't forget the 1-slice model—for the smaller family it's just the thing.

JUST LIKE HOME—Most good restaurants and hotels serve delicious toast made on Toastmaster Toasters.

*"TOASTMASTER" is a registered trademark of MCGRAW ELECTRIC COMPANY, Toastmaster Products Division, Elgin, Illinois.



TOASTMASTER Toaster

REG. U.S. PAT. OFF.

AUTOMATIC POP-UP TYPE

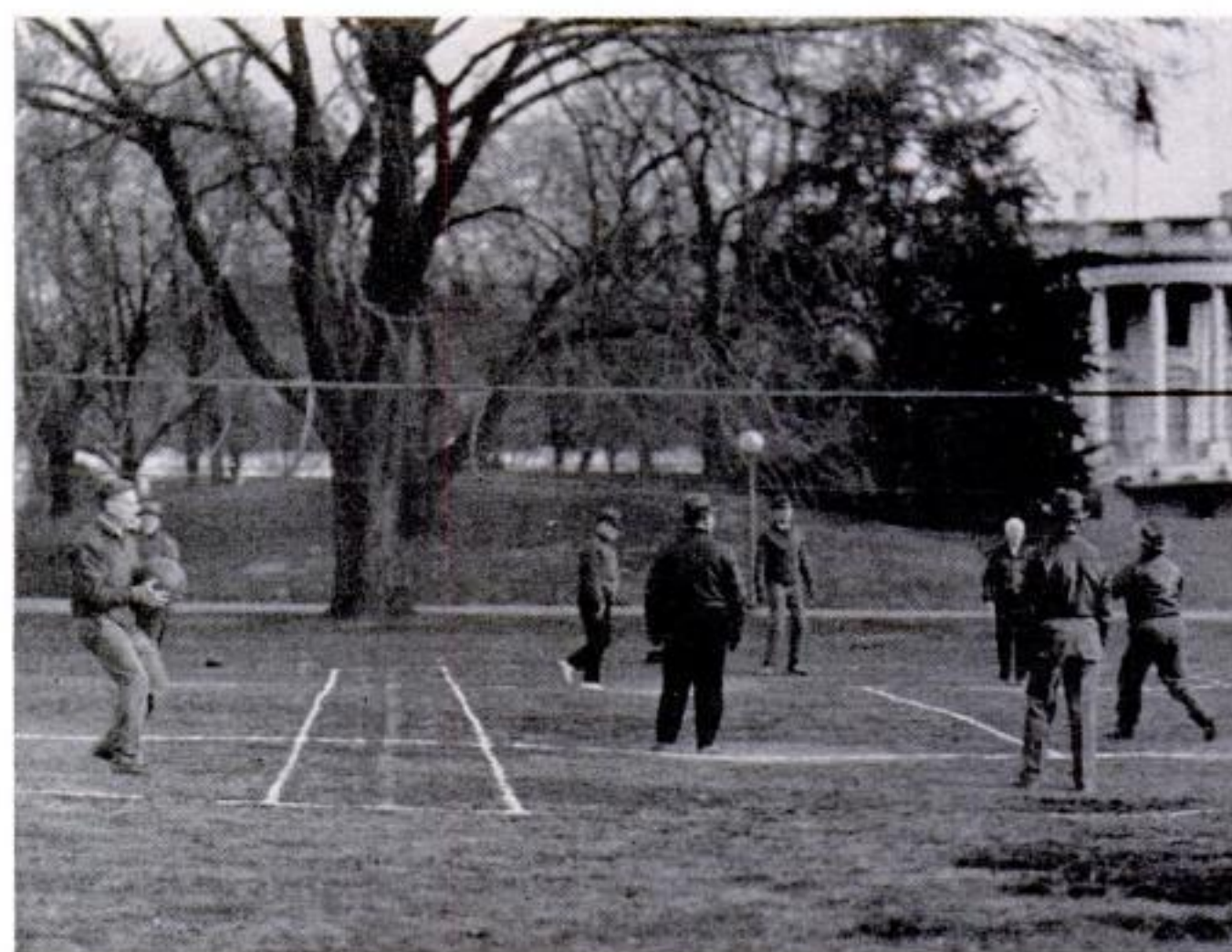
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MARK SULLIVAN (continued)



Recalling his youth, Mark Sullivan returned to the West Chester, Pa., *Daily Local News* whose editor helped him get a job 50 years ago. In the composing room he went through the motions of putting an edition to press. Right: Theodore Roosevelt Jr.



Hoover's "medicine-ball" cabinet is one of Sullivan's fondest memories. This never-before published picture shows the group which played with the President on White House Grounds. Sullivan (white hair) is in back right. Hoover wears white sneakers.



The medicine ball which the medicine-ball cabinet used is one of Sullivan's most prized possessions. He keeps it on his desk at his Avondale, Pa., farm on which he was born. His autobiography is filled with loving recollections of his farm-boy days.

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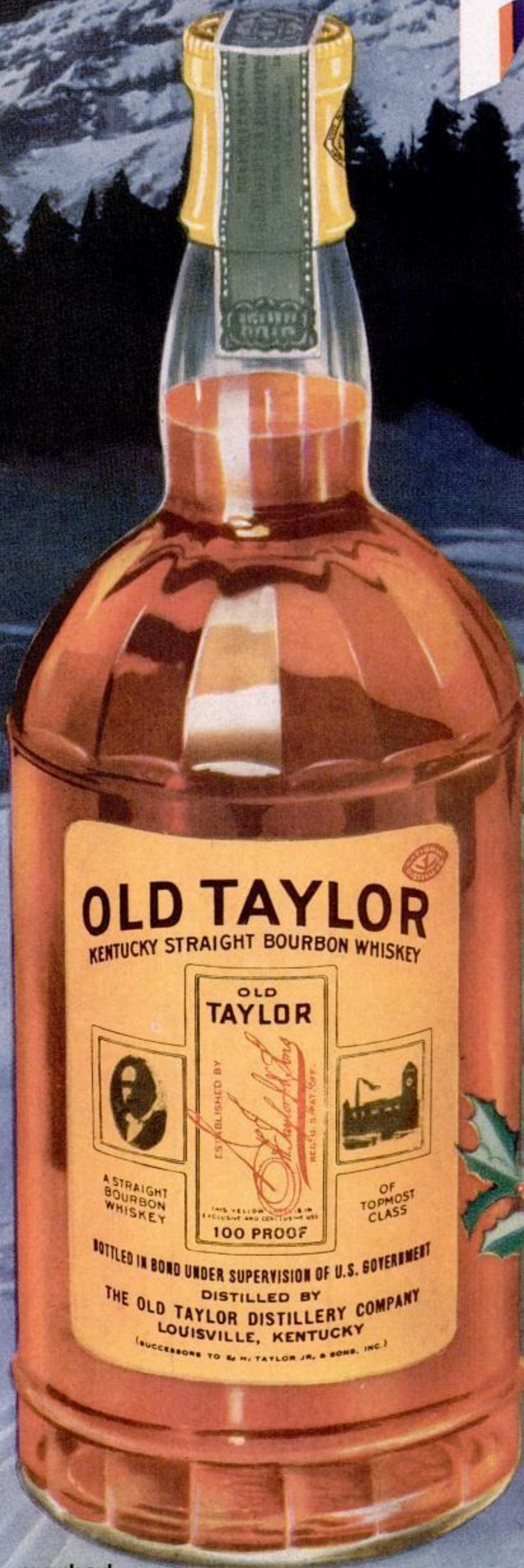
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Products Corporation, New York

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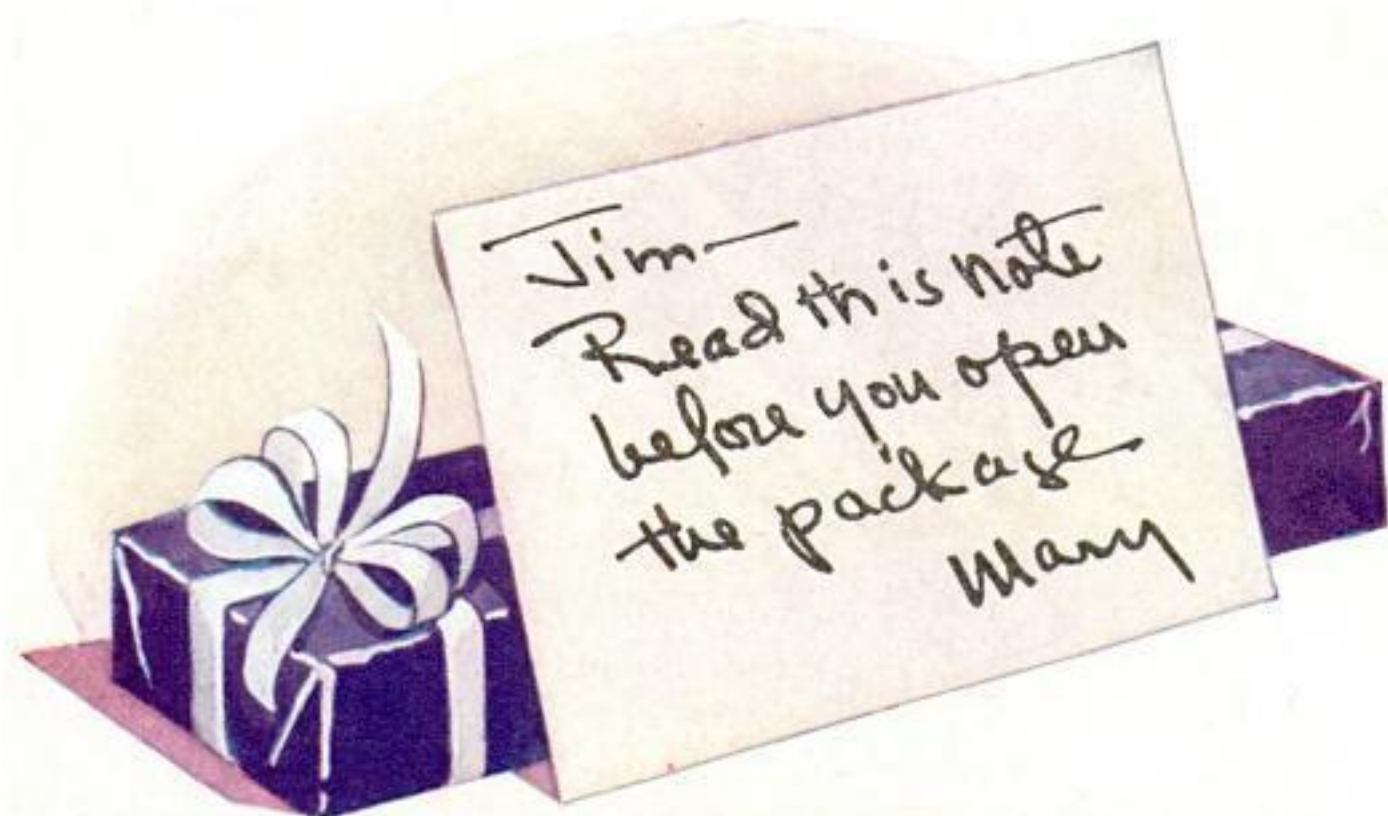
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I thought how wonderful Christmas must have seemed when you were Dicky's age. And how it had gradually become a day when you did everything you could for us, and got almost nothing for yourself.

I've waited a whole year to give you something that would really bring back the feeling of Christmas the way you used to know it. I think this Hamilton Watch will do it. And I hope it will remind you for many, many years that Dicky and I think you are the finest fellow in the world—even though we sometimes forget to say so.

Your wife, Mary



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that's

Fun all year

There's going to be just one question in a lot of hearts on Christmas morning—"Did I get it—did I get my bike?" And there's going to be the thrill of a lifetime for the youngster who pops out of bed for an early look and sees the object of his heart's desire—a brand new bike in all its splendor. The gleam of chromium and the shine of enamel won't be any brighter than the light in the eyes of the youngster who gets it—or the glow in the heart of the grown-up who made his dream come true. Why not go to your nearest bike dealer's at once, pick out that bike, and make this the merriest Christmas ever—with the promise of fun and health throughout the whole new year.



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"LORD AND LADY EMPIRE" (VISITING NOBILITY) GET INTO A BRAWL



A CHAIN-STORE HEIRESS AND A MOVIE STAR ARE ROLLED IN UNDER A CLOUD



WHEN PUGILIST "MAXIE BAER" ARRIVES THE GIRLS RUSH UP TO FEEL HIS MUSCLES



MR. NEWLYWED KNOCKS OUT PUGILIST FOR KISSING HIS BRIDE



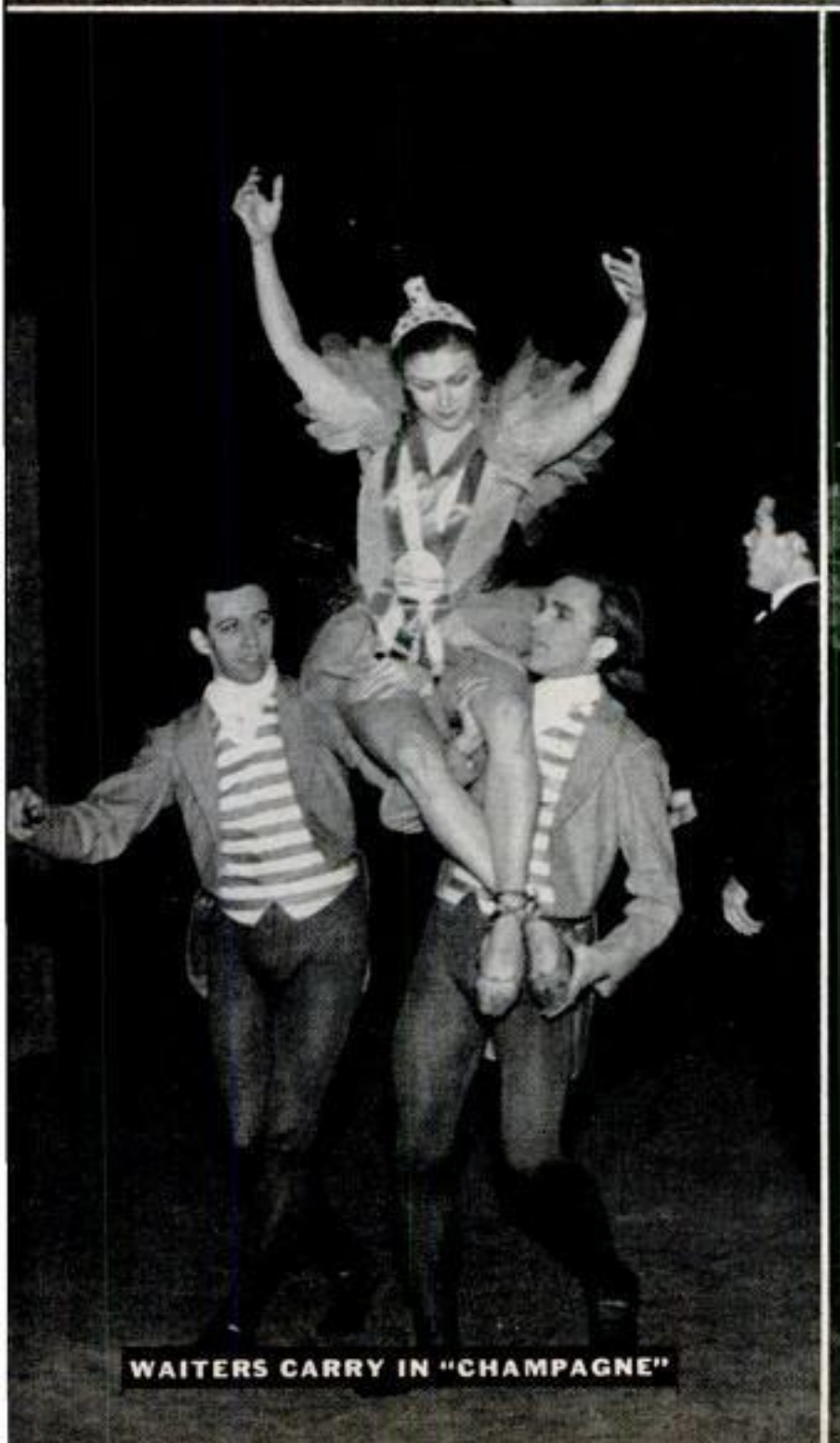
MR. AND MRS. NEWLYWED BILL AND COO



FRENCH DIPLOMATS DANCE TOGETHER



STAGS FROM YALE, HARVARD AND PRINCETON DANCE WITH A DEBUTANTE



WAITERS CARRY IN "CHAMPAGNE"



HEADWAITER BRINGS "SCOTCH & SODA"

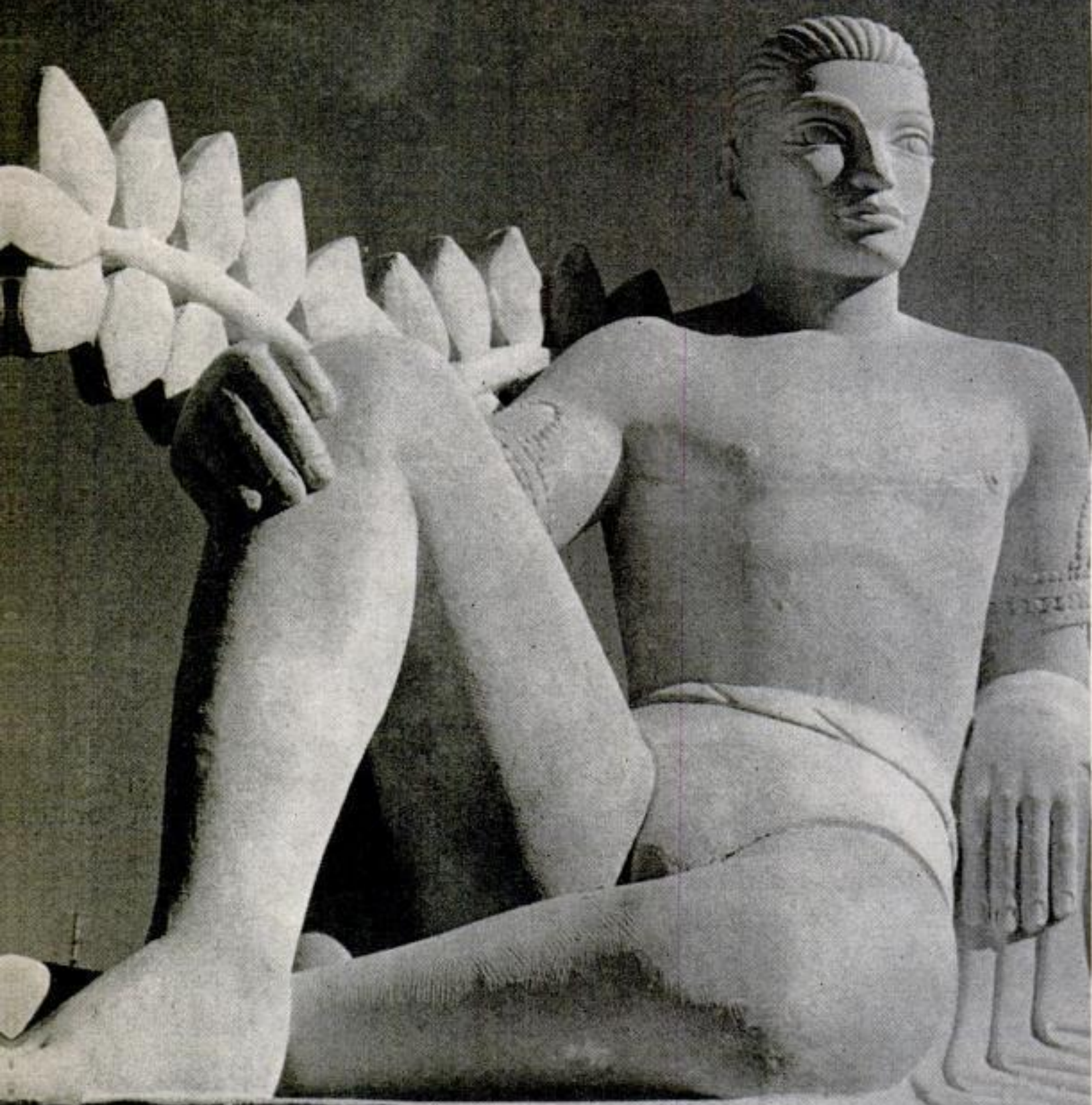
CHICAGO CHEERS BALLET

SPOOFING CAFE SOCIETY

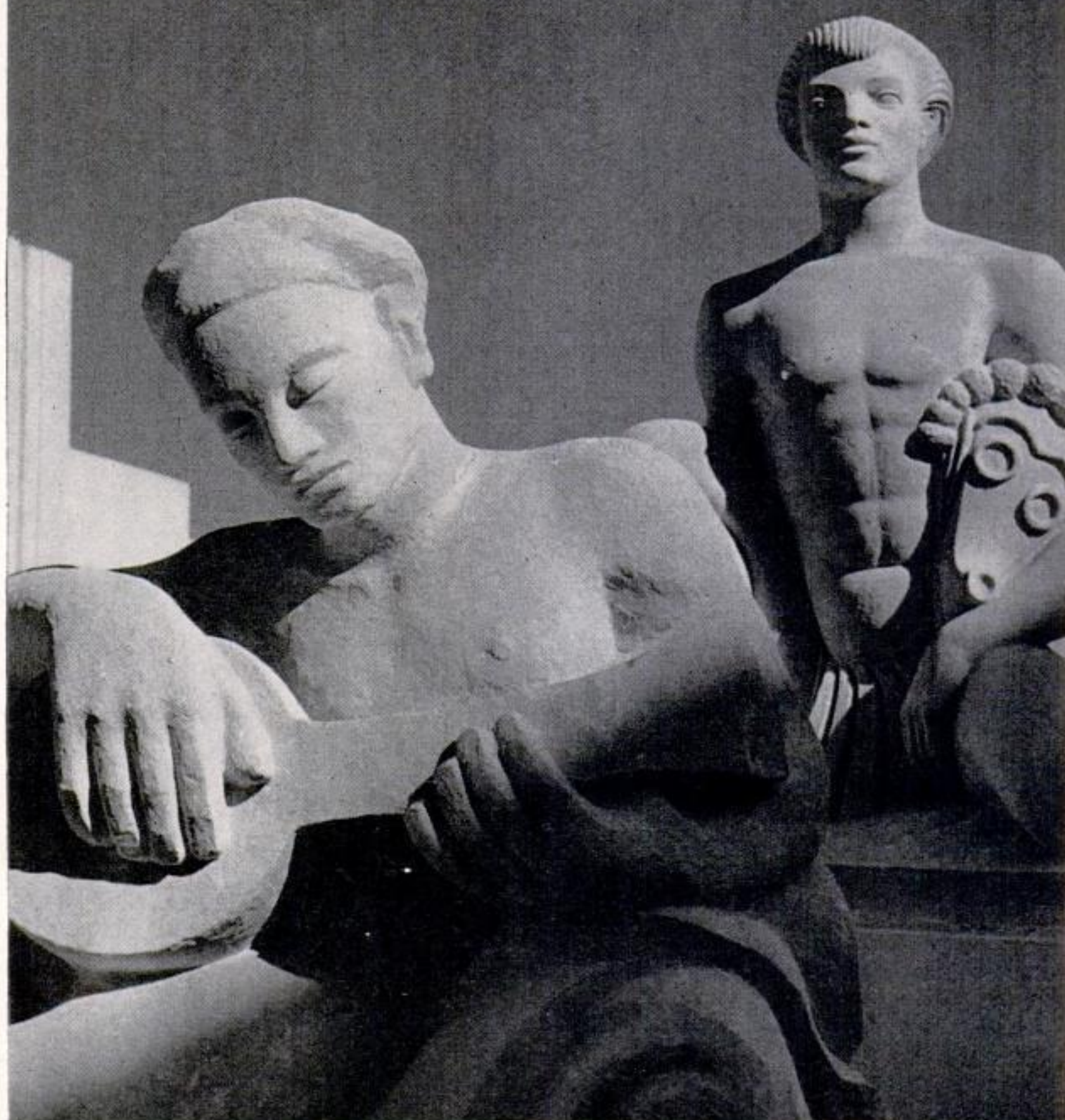
Now that the ballet has found a responsive American public, it is quickly becoming Americanized. At the Chicago Civic Opera House, audiences are currently shouting bravo at a production called *Cafe Society*, presented by the Littlefield Ballet. Oldtime ballet lovers, used to dying swans and Russian fantasies, gasped at the first sight of the youthful dancers, mostly under 20, cavorting around to a brisk jazz score by Ferde Grofé, but soon found it novel and good.

The scene of *Cafe Society* is the "2222" nightclub where Mr. and Mrs. Newlywed, fresh from the country, go for a taste of high life. There they meet debutantes, college boys, columnists, visiting nobility, a movie star and a chain-store heiress who is supposed to be Barbara Hutton. Mr. Newlywed becomes momentarily a hero when he knocks out a prize fighter for kissing his wife. The ballet ends in a free-for-all brawl and drinking bout.

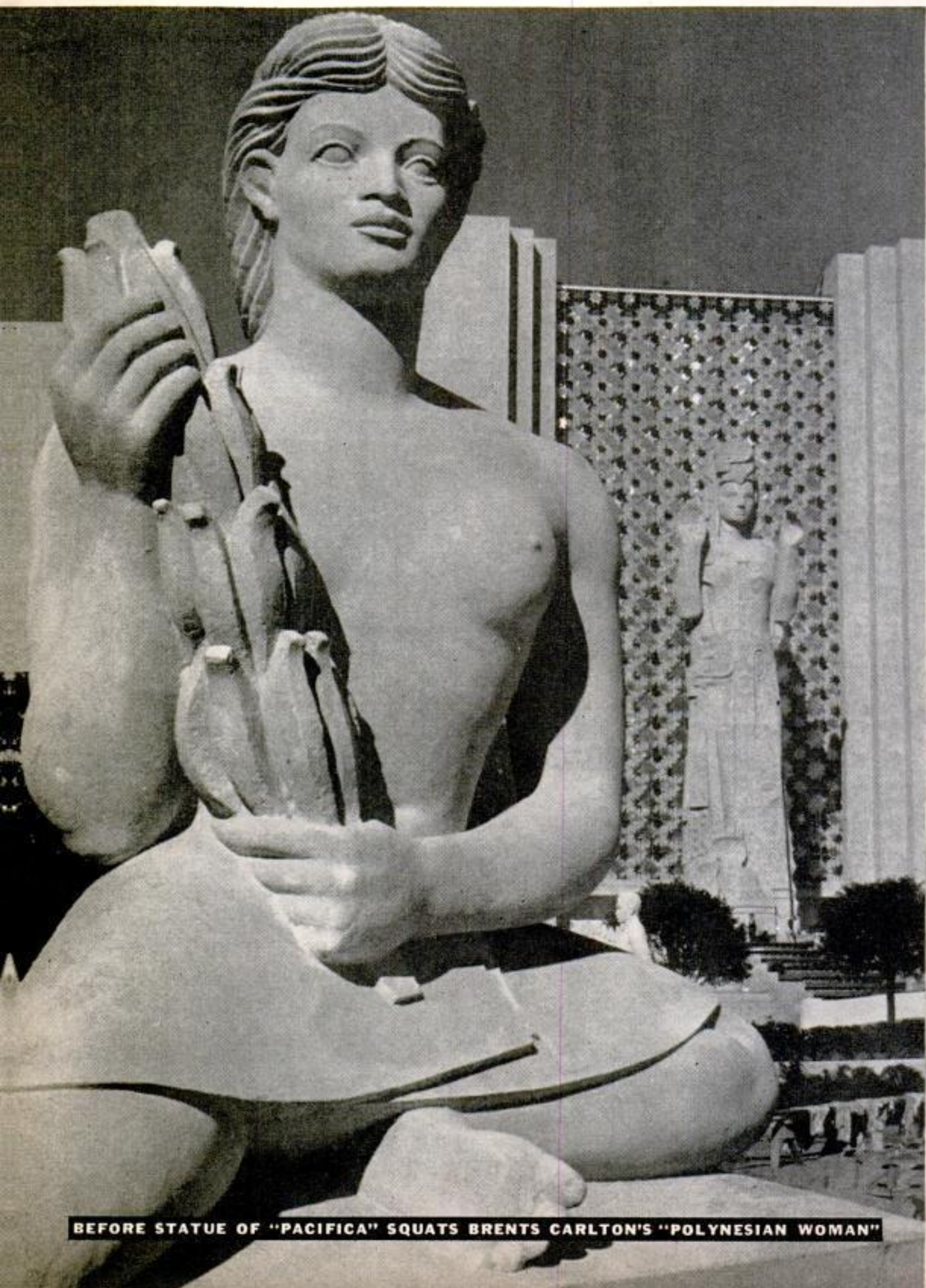
The Littlefield Ballet owes most of its zest to its 33-year-old founder, Catherine Littlefield, who once was glorified in the *Ziegfeld Folies* (see p. 6). Not only does she dance herself (above, she appears as Barbara Hutton), but she recruits most of her family. Her brother Carl gave up aviation to dance along with her sister Dorothea. And her wealthy lawyer husband, Philip Leidy, backs her shows, spent \$10,000 on her *Sleeping Beauty* ballet. She has also enlisted an ex-pugilist and a bricklayer.



"INDIA" BY JACQUES SCHNIER IS A FIGURE IN "FOUNTAIN OF WESTERN WATERS"



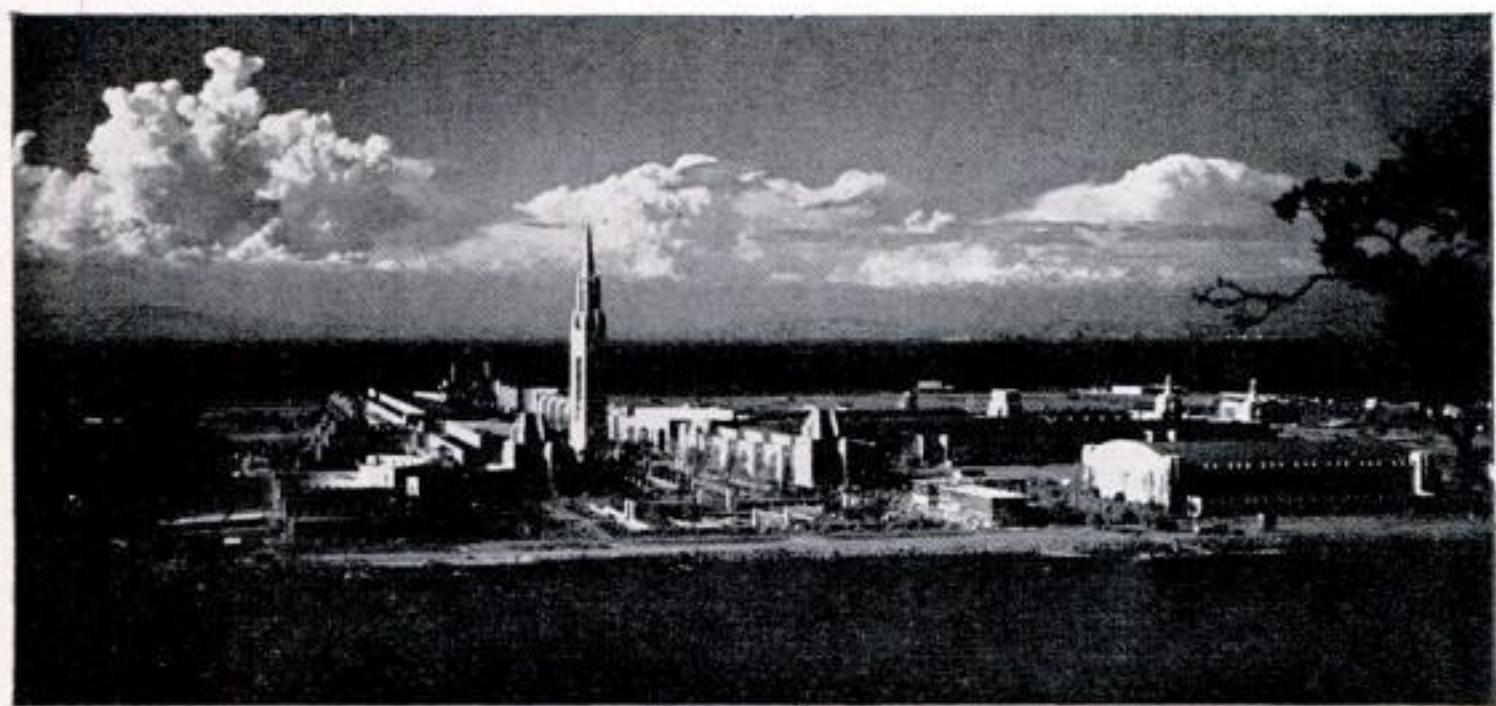
"MUSICIAN" BY ADALINE KENT, "BOY WITH MASK" BY BRENTS CARLTON REPRESENT POLYNESIA



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"INDIAN WOMAN GRINDING CORN" BY CECILIA GRAHAM, DUBBED "PEANUT PUSHER"



TREASURE ISLAND IN SAN FRANCISCO BAY IS 90% COMPLETED

SAN FRANCISCO SCULPTORS FINISH GIGANTIC STATUES FOR 1939 FAIR

Outdazzled by the sprawling, gaudy New York World's Fair, the Golden Gate International Exposition has lavished its \$50,000,000 on a comparatively small but beautiful Treasure Island in San Francisco Bay. Now nearly completed, Treasure Island resembles a super-colossal movie set whose most effective part is the gigantic Court of Pacifica, shown on these pages. Eight San Francisco sculptors have been working for over a year on its big statues of tan concrete. At one end of the court towers an 80-ft. statue of *Pacifica* by Ralph Stackpole before a "prayer curtain" of chromium-plated copper stars which jangle in the breeze (*right*). In front of the big statue is the *Fountain of Western Waters* with 20 figures representing the lands of the Pacific. The Exposition's modern sculpture has already started a controversy with conservative critics centering their fire on Cecilia Graham's Indian *Peanut Pusher*. The controversy is due to widen when the Exposition opens, Feb. 18.



The Fair's entrance is flanked by two wooden towers like this, suggesting Indo-China's Temple of Angkor-Vat (LIFE, Aug. 1). Note formalized wooden elephants at top of stairs.



BILLY PHELPS OF YALE:

he scored a touchdown for literature

by LUCIUS BEEBE

Some 15 years ago the Yale University Library was given a first edition of Robert Browning's *Pauline*, itself a ballad of no particular literary distinction, but worshiped by book collectors on account of its rarity. To celebrate the arrival of this *rara avis* at New Haven, all lectures on Yale campus were dismissed early, one noon, and the student body, marshaled by the Lampson Professor of English, Dr. William Lyon Phelps, in full academic regalia, paraded three times around the historic fence and campus of the college, with the University band blaring and the bells pealing in Harkness Tower. Arriving at the library steps, Dr. Phelps halted his tumultuous procession. With a flourish like that of the English barons in presenting the Magna Charta to King John at Runnymede, he passed the volume to University Librarian

Andrew Keogh. Then, ermine-trimmed cape and gown flying in the wind, the pundit called for a long, rolling, Yale cheer: "Brek-ek-ek-ex-koax-koax," which 1,000 Yalermen gave with a will, ending with nine crashing "Brownings."

This is probably the only occasion in 300 years of classical education in the U. S. that any such mass testimonial to English literature has ever been voluntarily rendered by an undergraduate body. Impressive as it was, the tribute was only incidentally to the poet Browning. It was first and last a tribute to "Billy" Phelps, America's foremost promoter of the humanities. Organizing a Yale cheering section for an Englishman of letters was duck soup for Billy Phelps. In his 41 years on the Yale faculty he developed a unique ability for translating the obscure refinements of

[CONTINUED ON PAGE 74](#)



Thirty letters a day is an average output for Phelps. His secret of keeping up a big correspondence with minimum effort is to write

only a few large scrawly lines to a page. Beside him, at the mailbox of Seven Gables, his Michigan home, is Rufus, his Irish setter.



DR. & MRS. PHELPS SPEND



Mrs. Phelps greets her tired, sore-footed husband as he returns from a round of golf on their private 18-hole course.



A QUIET EVENING READING IN THEIR MICHIGAN PARLOR. BOOKS FILL THE SHELVES, COVER THE TABLES, OFTEN OVERFLOW TO SOFAS AND FLOOR



A great backslapper, Phelps bestows a pat on his golfing companion, a pro who came to play the Phelps course.



Saluting the owl on the bookcase as they go in to lunch is a daily ritual for the Phelps and their guests. The professor shot the owl in 1933.



Squinting at the sun is Phelps's favorite hobby at the moment. The telescope stands on his front lawn in Michigan.

CONTINUED ON NEXT PAGE

WILLIAM LYON PHELPS (continued)

literature into an idiom which the undergraduate mind could readily grasp.

As a young instructor in the drama, Dr. Phelps had the daring idea of inviting the great Sarah Bernhardt, then on tour, to make a personal appearance at Yale. When she failed to appear on the scheduled day, Billy dressed up a willing student in yellow wig, picture hat and exotic dress, and dispatched him around the campus in an open hack, blowing kisses to the cheering Elis. The impersonation was a vast success, and went unsuspected for days.

It was Billy who brought Gene Tunney to New Haven to address a class in Shakespeare, after the culture-loving heavyweight champion had cut Dempsey to ribbons in Chicago. The lecture hall was filled to bursting, and by telephone New York city editors were imploring their New Haven correspondents "for God's sake, get over to the college and find out what gag Billy Phelps is pulling now." Tunney was describing Ajax in *Troilus* as "a big, fat, good-natured bum like Jack Sharkey." It was a great day for Dr. Phelps, the Bard, and Yale.

Now 73 years old and retired four years ago to Professor Emeritus, Dr. Phelps has probably done more than any living figure to inculcate the American mind with reverence for the written and spoken word. Since the turn of the century, millions have looked to him for guidance on the right books to read and, to a lesser degree, the plays to see. For nearly four decades he has been the nation's most popular lecturer on literature. It is at best a guess, but it has been estimated that since 1895, he has delivered a total of 10,000 lectures to an aggregate audience of 5,000,000 people. And this does not include those who have listened to his radio talks, nor the 16,500 lectures he has delivered on Yale campus. He is the idol of The Town Hall, Manhattan's altar to the cultured mind, and it is said that when the lecture season rolls around gentle folk of fantastic age, who are otherwise never seen in public, quit their quilted beds of pain just to hear Dr. Phelps again on Tennyson and Browning.

Clear-eyed, wiry, with the pink cheeks of a thoroughly healthy, rested man, Dr. Phelps would be as impressive a figure on a board of directors as on the lecture platform. His words glow with the proselytizer's incandescence, and the delivery is enlivened by a sweep of anecdotes

CONTINUED ON PAGE 76



His watch chain carries his Phi Beta Kappa key and round golf medal (left), his Yale "Lit" triangle (right), a friend's ΦBK key, and three tokens from Exeter and Yale students.



He preaches every Sunday during the summer at the Methodist Church in Huron City, Mich. He wears tweeds in the pulpit, delivers a lively sermon. Mrs. Phelps used to play the organ for him.



Preacher Phelps's Congregation, often numbering 1,000 natives and summer visitors, drive by automobile as far as three to four hundred miles to pack the simple church. They represent almost



The Professor lives well in a perfectly appointed household run by the capable and charming Mrs. Phelps. In the picture above they are having breakfast served to them in a vine-

covered arbor in the garden. The simple beauty of this rustic setting once led Phelps to exclaim: "The only music I truly enjoy is the singing of birds while I eat breakfast in my garden."



every religious denomination. Both in Michigan and as guest preacher in Eastern pulpits, Dr. Phelps's sermons on Truth, Peace, Virtue, Happiness and other eternal verities draw Monday morning press notices which are the envy of the ordained ministers whom he supplants.



"Are we going to win the game?" is Professor Phelps's first question when he meets Al Wilson, Yale star halfback, in front of the William S. Harkness Hall. Phelps, who graduated in 1887, is the perennial under-graduate, in polo coat, sloppy hat, tweeds and bow tie.

"Billy" and "Kitty" (George Lyman Kittredge), showpieces of the Yale and Harvard English departments respectively, walk arm-in-arm at New Haven. The genial Phelps has won his renown as a literary popularizer. Fabulous Kitty, Harvard's great Shakespearean, is pure scholar.



A warm smile welcomes visitors to the book-lined New Haven library with its littered desk. Ensnared in a chair which once belonged to his favorite, Robert Browning, Phelps daily receives many students who come to chat with him despite his retirement.

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As a Harvard graduate student in 1891, Phelps rowed on the Charles. Shirtsleeves, stiff collar, bow tie and straw hat were then regarded as the correct rowing attire.

WILLIAM LYON PHELPS (continued)

about famous writers who have been his intimate friends—John Galsworthy, Hugh Walpole, J. M. Barrie, Maeterlinck, G. K. Chesterton, Thomas Hardy, Joseph Conrad and many others. But in spite of these worldly associations of the intellectual man, he has kept the unworldly outlook of the untiring gaper at men of genius. In his lectures he makes them seem like gods, beyond carping and caviling.

Chiefly, though, his fame has centered on the Yale campus. Dr. Phelps is indisputably the most popular professor that Yale has ever had. His two major courses—"Tennyson and Browning" and "Contemporary Drama"—used to draw the heaviest enrollment of any non-compulsory courses on the curriculum. The former, known to generations of Yalermen as "T. & B.," was given in four sections of 150 students each. Because Phelps was a notoriously kindly marker, this course was a sanctuary to which the Yale coaching staff could direct their star performers without too much risk of scholastic ineligibility. The classic example of his co-operation with the athletic authorities concerned a star football player whose eligibility for the Harvard game turned on a passing grade in "T. & B." On the crucial day, while all New Haven waited with bated breath, Dr. Phelps finally turned to him and asked who wrote *Tales of a Wayside Inn*. The football star stammered "William Wordsworth."

"Splendid," said Dr. Phelps. "You mean Wadsworth—Henry Wadsworth Longfellow." The player got a passing grade, and performed brilliantly against Harvard.

As a teacher, Dr. Phelps has functioned on the assumption that the real work of American educational institutions is not "primarily of a scholarly nature," that their strength lies in other directions. The fact remains that, in spite of themselves, even the football captains who embraced "T. & B.," for the sake of the passing grade, found themselves infected by the Phelpsian enthusiasm for *The Ring and the Book* and other works of Browning.

But Billy Phelps, the playboy of the classics, has performed a great service for American letters. He made the novel respectable. Nearly a half-century ago, when he first emerged as booster for literature, the American mind was battenning on a romantic fare of Anthony Hope (*Prisoner of Zenda*), *To Have and To Hold*, *When Knighthood Was In Flower*, and the like. Almost singlehanded, and at the risk of being burned at the pedagogical stake, he broke the walls of Victorian prejudice and let through Tolstoy, Turgenev, and the other Continental realists. That change had to come before the U. S. could produce a Sinclair Lewis or an Ernest Hemingway.

Born in New Haven, in 1865, Billy was the youngest of five

CONTINUED ON PAGE 78

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fire insurance alone is not sufficient protection.

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SURE I WAS WRONG! I'm willing to admit that speed can give me a shave like nothing else can.

HERE'S WHAT THE CASCO "75" WILL DO

- 1 It cuts long hair, short hair and stubble with equal ease.
- 2 Flat against your skin, it can be used up-and-down, side-to-side or with a rotary motion.
- 3 It trims side-burns, mustaches, neck-line and over the ears easily.
- 4 Perfect for women to use under the arms and on the legs.
- 5 It requires no skill—no practice—no training period.

HERE'S WHAT THE CASCO "75" WON'T DO

- 1 It won't "nick" or burn your face. The combing edge acts as a guard to protect your skin at all times.
- 2 It won't stall and sputter when the going gets tough. The powerful brush-type motor is self-starting.
- 3 Your CASCO "75" never needs oiling. The bearings are sealed in oil.
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- 5 No repeated cleaning and brushing. Stubble is automatically blown out. Long hair doesn't interfere with cutting efficiency. Remove it easily by unscrewing the shaving head.

SPEED DOES IT... 80 TIMES AS FAST

A NEW PRINCIPLE IN ELECTRIC SHAVING

The Casco Products Corporation has been manufacturing precision instruments for automobiles for 20 years. Engineers in this company have been studying electric shaving for a long time.

One after another, Casco Electric Razors were made and discarded. The Casco "75" is the seventy-fifth attempt—which has everything that shavers need for a smooth, comfortable shave.

Here's a new principle in electric shaving. A real self-starting brush-

type motor is the heart of the Casco "75." It develops amazing speed to whirl the shearing blades 80 times as fast as the ordinary shuttle-type razor.

Try Casco "75" Electric Safety Razor. Ask Santa Claus for it. Or plan to give it to fussy shavers this Christmas. Sold in leading department, drug, jewelry and electric stores. It sells for \$10—complete with cord and pigskin zipper pouch. If your local supplier does not have it—send \$10, on a "satisfaction or money-back" basis. Address The Casco Products Corporation, Bridgeport, Connecticut.



\$10 Complete

The CASCO "75" weighs only eleven ounces. Handsome, durable, Tenite case fits the fingers. Precision-made and fully guaranteed!

CASCO '75' ELECTRIC SAFETY RAZOR



"Seven Gables" is the picturesque summer home of the Phelps in Michigan. A big Yale banner hangs on the front porch. Old iron hitching posts flank the entrance.

WILLIAM LYON PHELPS (continued)

children sired by the Reverend S. Dryden Phelps who for 30 years was pastor of the First Baptist Church in New Haven. His mother was the daughter of a cultured New Haven banker. Billy remembers his father as "a large, powerful man, with no nerves, and rather stern," and his early life as "a very happy one." When Billy was 11, the father became editor of a religious paper. Until then the Phelps library was almost exclusively theological. Now review copies of all kinds of books began to pour in, and Billy recalls reading every one. His father installed a printing press in the house, which Billy learned to operate. At the age of 14 under the guidance of his mother, who wrote a weekly article on Sunday School lessons, he launched his first column—a review of boys' books—in his father's paper.

Billy went to public schools in New Haven, Hartford and Providence. He entered Yale in 1883, intending to study law in preparation for a political career. Instead, he "got crazy about literature." At Yale he edited the "Lit," made Phi Beta Kappa and the baseball team. His brilliance as a second baseman and a batting average of .389 inspired Amos Alonzo Stagg to invite him to join a semipro team. But Billy went to Westminster School to teach for a year and then entered Harvard for graduate work. "That," he says, "was the smartest thing I ever did."

In 1892, Billy returned to Yale as an English instructor. The formidable Timothy Dwight was then president, the professors wore frock coats and starched white bosoms, and the curriculum was built solidly around Greek, Latin and mathematics. There were only four professors in the entire English department. Billy was assigned to teach the first English course ever opened to Yale freshmen. But from the more liberal halls of Harvard the prodigal had brought back a burning idea—to launch a course in contemporary novels, dealing with the works of Tolstoy, Turgenev, Pierre Loti, Thomas Hardy and the other rising foreign writers whose names were scarcely known on this side of the Atlantic. At that time modern novels were considered frivolous where they weren't damned as scandalous, and Dr. Henry Augustin Beers, senior professor in the English Department, warned Phelps that this reckless ambition might ruin his academic career.

With 250 students in attendance, Billy finally opened the course in 1895. The press heard about it and within a week the New York Times carried a feature story which was picked up by newspapers all over the country. Even Punch in England made it the subject of a witty burlesque. Almost instantly there was a storm of protest over Yale's encouraging students to fritter away their time on "trash." One editor, shocked by such academic heresy, slapped a headline over the dispatch: THEY STUDY NOVELS! At the end



This fine colonial house on fashionable Whitney Ave. is where the Phelps live in New Haven. The Lincoln-Zephyr at the curb was chosen for them by Henry Ford.

of the year the course was dropped, old President Dwight observing: "There would have been no objection if it had been a failure."

Even after the uproar had died down, Phelps's career lay across this academic ice. The faculty conservatives, whose mistrust had been deepened by reports that he was taking up the then unholy new game of golf, looked upon him as a "disturbing influence," and the enmities he had aroused delayed until 1901 his promotion to Lampson Professor of English.

Another pedagogical innovation was the introduction of the first of all lecture courses in contemporary drama. But so well had the apostle of Tolstoy and Turgenev done his spadework that the transplantation of Ibsen, Shaw and the other controversial playwrights to the Yale campus was accomplished with no worse than a shudder.

From that point on, the career of William Lyon Phelps, the revolutionist, turned into sweetness and light. Nothing rose to mar its fluid progress to increasing fame and wealth. The publicity that attended his championship of the foreign realists had made him a national figure. From Kennebunkport to Keokuk he was in demand at women's clubs, literary societies, and other culture groups. As Phelps himself had observed in *The Advance of the English Novel*: "Toward the close of the 19th Century, millions of people discovered the pleasure or the anesthetic of books," and to this new and exciting world of the printed word he played the part of an urbane Dr. Livingston.

In addition to the thousands who thus worshiped him in the flesh, there were increasing hundreds of thousands who doted on the articles which poured from his study at Yale. In selling culture to America, Phelps sold the contemporary critics down the river. When he started to write book reviews, literary criticism was a stuffy, highfalutin, esoteric rite whose high priests were scholars like Dr. Henry Van Dyke, and whose altars were the *Bookman*, *Century* and *Atlantic Monthly*. Into this mannered world burst "Billy" Phelps, in drooping tweeds, a crushed felt hat, the common man's idiom and a taste conditioned by the assumption that in reading people wanted "something entertaining, something that can be guaranteed to divert the mind."

By the 1920's Dr. William Lyon Phelps was the biggest name in popular American letters. In 1922 Edward Bok, marking how raptly a female audience hung on his words, engaged him to write for the *Ladies' Home Journal*. That same year he launched his famous "As I Like It" column in *Scribner's*. His judgments on the new plays carried a Delphic weight and once a year, with a handsome flourish, the late Percy Hammond used to introduce him as guest conductor of the New York *Herald Tribune's* dramatic column.

Few captains of industry were busier, none was more efficient, than Billy Phelps. His staff at Harkness Hall included three secre-

CONTINUED ON NEXT PAGE



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WILLIAM LYON PHELPS (continued)

aries, besides several course assistants. He pounded out a 400-word column called "A Daily Thought," in which he discussed religion, games, happiness, and anything else that popped into his mind. His reading audience jumped to an estimated 10,000,000 people. In 1934-35 he was on both the Swift and Underwood typewriter radio programs and, later, the Heinz "Magazine of the Air." His salary at Yale was \$8,000 a year but his lecture and radio fees, plus his earnings as a columnist, were sometimes three and four times as much.

At its height Billy's "As I Like It" column in *Scribner's* was the barometer of the book trade. To a publisher a word of praise from him meant more to his sales trajectory than a bale of clippings from lesser reviewers. In 1921 A. S. M. Hutchinson's *If Winter Comes*, which was sheer treacle, went soaring to the incredible sale of 218,000 copies almost solely on the strength of the Phelpsian huzzas on the first page of the *New York Times* Book Review. His rapture over Thornton Wilder's flimsy *The Bridge of San Luis Rey* is credited with that book's miraculous sale of 347,000 copies. Indeed, a casual reference to Warwick Deeping's *House of Adventure* was enough to send that all-but-forgotten work through two new printings six years after publication. Phrases like "akin to genius" and "star of



The license number on Phelps's automobile represents Yale, '87, his college class.

the first magnitude" were bestowed like a Papal blessing upon his favorites, and even unseasoned novelists could count upon a good word from the genial host in *Scribner's* book corner. Billy was the critic who liked everything—even the swing of Eddie Guest's poetry, which he called "perfect."

The irony is that even as Phelps was whooping this second-rate stuff to the head of the best-seller lists, the revolution in American letters for which he had labored a quarter of a century was already in motion. Billy chose to ignore it. Sinclair Lewis wrote *Main Street* (1920) and Dreiser *An American Tragedy* (1925). But the revolutionary who had carried Tolstoy and Turgenev on his shoulders didn't like their stuff. He waited more than a year before he admitted that *Main Street* was worth reading. Billy's critical credo was simple. He reviewed the books he liked and gave the absent treatment to the rest, saying "I have no wish to advertise rubbish by attacking it." And to the rubbish heap he has consigned most of the writers of the hard-boiled school—Erskine Caldwell, James Farrell, and the rest.

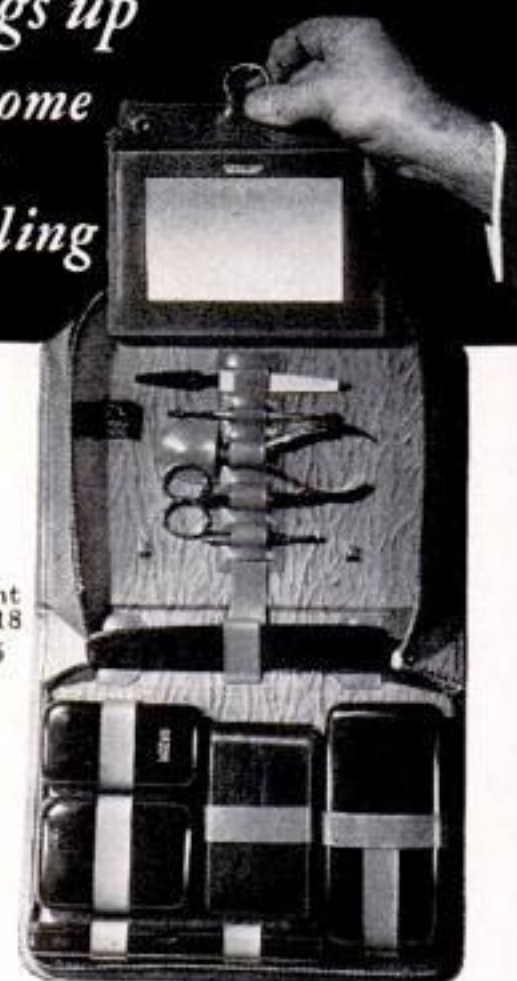
Today, though retired both from Yale and *Scribner's*, the unfinished business in the humanities is sufficient to keep Billy Phelps going 16 hours a day. He still writes a column for the *Rotarian*, and still picks a list of "best books." At Yale he maintains his office in Harkness Hall, is a fellow of Branford College, one of the house units, and is Yale's Public Orator, which means introducing at Commencement in June the candidates for honorary degrees. The citations he writes himself, and he rates as his masterpiece the one he devised for Walt Disney: "He has turned a popular proverb into a paradox. He labored like a mountain and brought forth a mouse."

Whatever prestige he has surrendered as a book critic has not visibly impaired his drawing power on the road. From all appearances this winter season will be the biggest year on his lecture calendar with 20 lectures scheduled at Brooklyn Academy, 15 at the New York Town Hall, and another 20 at New Haven in a series he has kept going since 1905. "I'll probably average a talk a day over the next year," he says. Eight or ten Sundays he will preach at churches in Boston, New York and New Haven, and from mid-July to September he will be, as is his custom, the ordained minister of the Huron City Church, near his summer home in Michigan.

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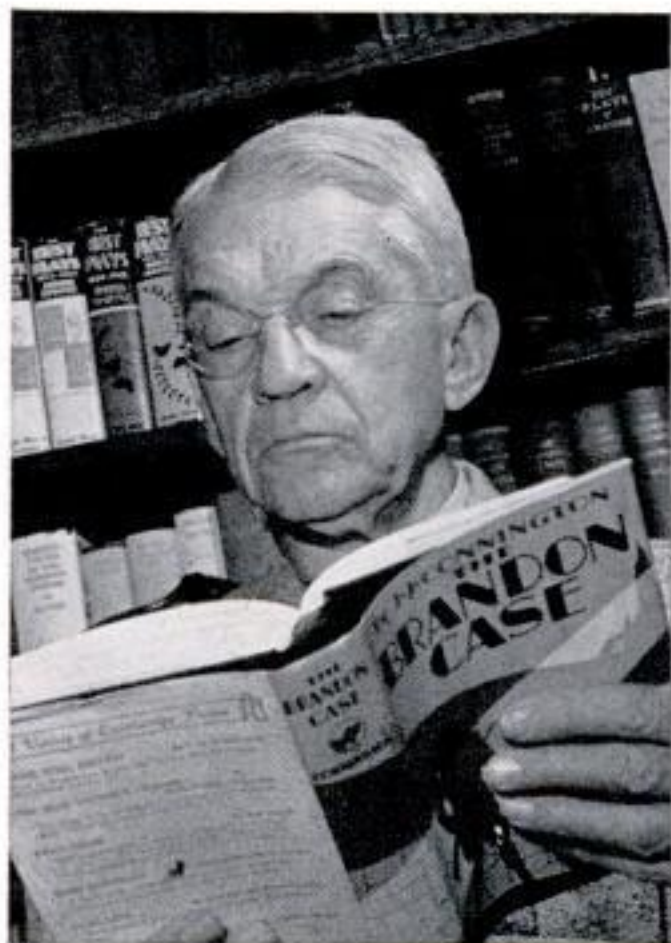
This is the vitamin that raises
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throat to cold infections.

However, as the years roll on Billy finds it increasingly harder to dislodge himself from New Haven. He has said that he would like to live there for 500 years. Never has he been inside a night club; though he still sees about 50 New York plays a year, he invariably goes to matinees so as to be home in time for seven o'clock dinner. His is the life of a Christian Gentleman. He has been married for 46 years to the wealthy Annabel Hubbard of Huron City, Mich., whom he first met while at school in Hartford. Full of fire, humor and prejudices, and given to calling nearly everybody by their first name, she has bulked almost as large in Yale's social life as her famous husband has.

His home at No. 110 Whitney Avenue is red-brick, spacious, Colonial and as informal as one of his tweed suits. The walls in the living room are nothing but bookshelves from floor to ceiling, and usually a big sofa is piled high with the overflow from the mail. Dr. Phelps's own study is on the top floor, and there, too, the tables and chairs are heaped with books. Also in the library is an enormous circular table piled high with overflow review copies—a free circulating library for neighbors. The front door is never locked before midnight, and New Havenites come and go at their pleasure.

Life at No. 110 Whitney Avenue is leisurely and good. The maids walk about on tiptoe, and at meals one is always standing at the door so there will be no need to ring a bell. And because Billy is inclined to be forgetful and hates to have anything interrupt his plans, Mrs. Phelps sees to it that he is amply provided with lifebelts—two typewriters in his study, hundreds of pencils, a pair of glasses on each of the three floors of the house, and another pair at his office, not to mention several pairs which she herself maintains in a secret place against a calamity.

Mrs. Phelps, never knowing how many people may show up for dinner, always keeps ten chickens in the icebox because "you can do almost anything with a chicken." Every visiting celebrity is without question entertained by the Phelps, and scarcely a night passes without one—and sometimes all—the seven guest rooms being occupied. In a disordered, unhappy world Billy Phelps goes on living much as he always has. He plays golf nearly every day, and still rounds the New Haven golf course in 95 strokes. Off the campus his most intimate friends now are his brother-in-law, Frank W. Hubbard, a Detroit banker, and Eddie Guest, who summers not far from the Phelps' Huron City place. At the moment, besides his other work, Billy is applying the finishing licks to a 1,100-page autobiography which the Oxford University Press will publish in March. He still reads about 250 books a year, and estimates that he has read close to 10,000 in his adult lifetime. Yet of all those published in his span the only ones he would voluntarily take to a desert island are the works of Tolstoy and Turgenev. Otherwise he'd arm himself with the Bible, Boswell's *Life of Johnson*, and Goethe's conversations, and the complete works of Shakespeare and Dickens.



As a small boy Phelps posed for a picture (left) with lips tightly pressed, face stern. Now 73, he reads a detective story (right) with the same intense expression.

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Will Sell You with the Shave You Get

Words cannot shave whiskers. The Knapp Shaver prefers to make no extravagant claims, but suggests that you try a shave and then form your own opinion. Thousands of young men, as well as veteran shavers, have made this personal experience test and their verdict is that the **KNAPP Natural Angle SHAVER** gives them a new experience—a quick, close, skin-comfort shave the very first time.

No Other Shaver Like It!

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The **KNAPP Natural Angle SHAVER** with all of the striking new Knapp features. Black finish, chrome-plated head. Cased in serviceable fabrikoid-covered metal box.....

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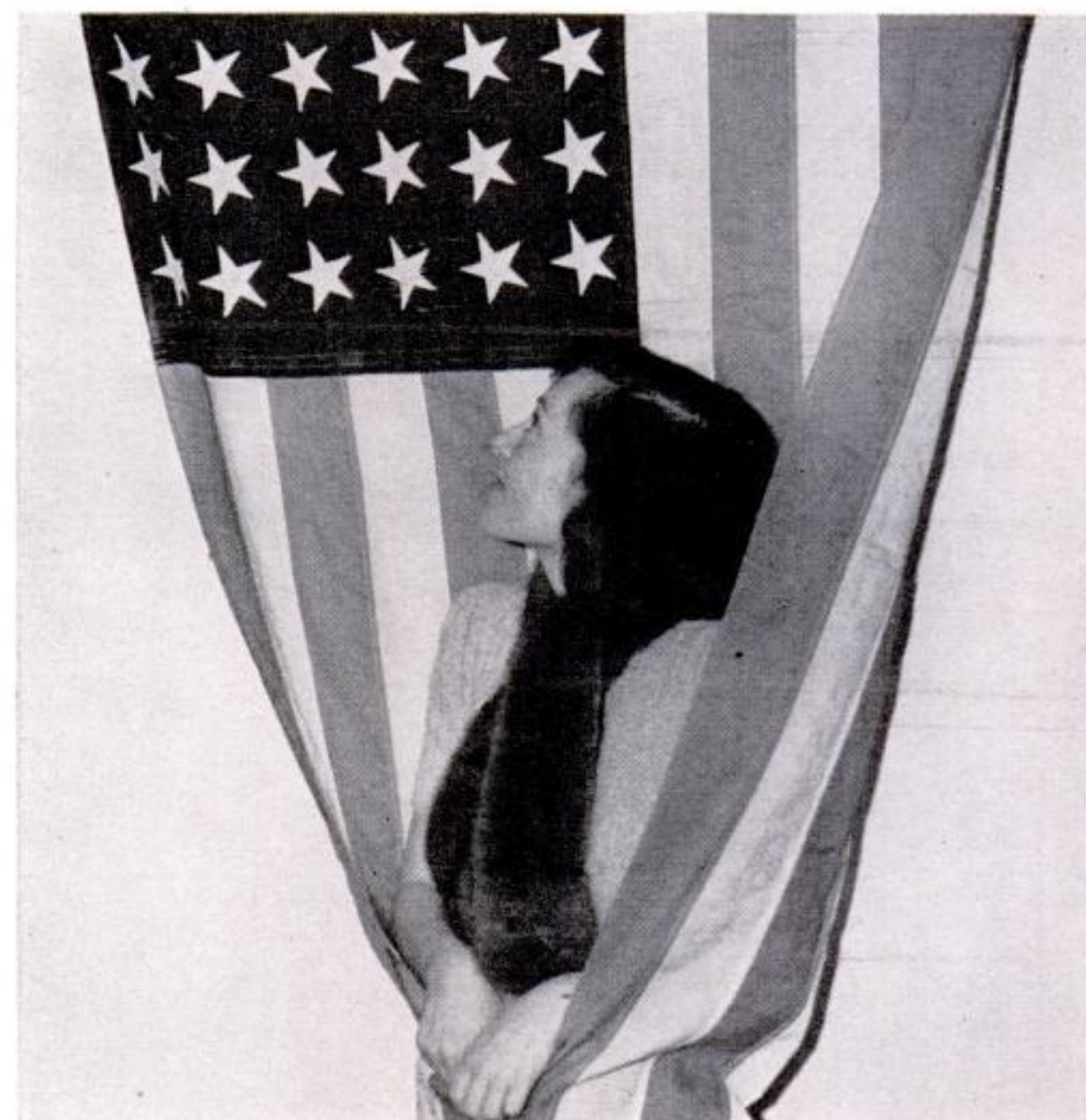
national acceptance and success guarantee the perfection of these and all other Knapp-Monarch products.

PEOPLE

The Cameras of the World Press
now put these people in the news



Alvah C. Roebuck met Richard W. Sears 51 years ago, with him founded the great mail-order house of Sears, Roebuck. In 1895 he retired. The depression consumed his savings. Last week, aged 74, he was back with Sears, Roebuck as an employee.



Luise Rainer received her final U. S. citizenship papers in Los Angeles, Nov. 18, promptly wrapped herself in an American flag hanging in the courtroom. Chortled Austrian-born Actress Rainer: "I haven't been so happy since I first fell in love."



Davey ("Slingshot") O'Brien of Texas Christian University has been called the ace quarterback of 1938. His team disputes with Notre Dame the title: "Best in U. S." His coach, Dutch Meyer, shown here beside him, strooms his tongue when excited.



Johnnie Barber was hero of Cal Tech's annual freshman-sophomore "Mudeo" at Pasadena on Nov. 10. Chief event of the "Mudeo" is a tire derby in which rival classmen battle to carry tires across others' goal line. Sophomore Barber bore four.



Olive Joan Cregan, 21, qualified first in New York civil-service tests for police-women, Nov. 18. A senior at Brooklyn College, she tutors music and Latin, practices soap carving and jujitsu. Says Future Cop Cregan: "I have a good muscle."

CONTINUED ON NEXT PAGE



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A FRIENDLY WARNING: You cannot be sure of getting the best value in anti-freeze until you know what Du Pont has to offer in "Zerone."

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"Zerone" in a clean cooling system prevents formation of rust and corrosion, avoids power losses, helps save fuel and oil. Those are the facts, so ask your dealer to give your radiator protection with "Zerone" today. It's only \$1.00 a gallon (\$1.20 west of the Rockies). E. I. du Pont de Nemours & Company, Inc., "Zerone" Division, Wilmington, Delaware.



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"The Christmas party at Mr. Wardles"—from Dickens' immortal "Pickwick Papers." The liquid refreshment was elder wine, laced with COGNAC—and a good time was had by all.

84 PROOF



Christmas is synonymous with good spirits—"good spirits" is synonymous with ***Hennessy. For almost two centuries, **Hennessy Cognac Brandy** has graced Yuletide festivities, added its own distinguished touch to holiday viands, and figured prominently on gift lists. Its quality, bouquet and "clean" taste make it the preferred brandy... as liqueur... for mixing... for giving.

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IMPORTERS SINCE 1794



Shirley Ross, enacting a quarrel with Madeleine Carroll in Paramount's *Cafe Society*, succumbed to hyper-realism, suffered a genuine sprained ankle, came to work Nov. 18 on crutches. Miss Ross was wed in September to Ken Dolan, actors' agent.



Henry Batson captured an errant possum in the yard of his Los Angeles home Nov. 20. He at once decided on possum instead of turkey for Thanksgiving dinner. Mouth watering, he rushed it to the oven, wondered if he could wait until Thanksgiving.



Today you can buy... at "duty free" prices... the famous **NUYENS** after-dinner liqueurs. They're now made in the United States with the same formula and same special process that imparted such goodness to them in France for 130 years. Be wise. Say **NUYENS**. Save when you serve!

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If you want to guard against those disappointing failures that come with exposure guesswork, try the G-E exposure meter. Test what its extra sensitivity, sharp directional effect, and accuracy will do for your negatives and finished prints.

Remember, too, that it can be used to determine the correct time for printing and enlarging—or to check the light values in your home or office. See the versatile G-E meter today at your nearest camera shop. General Electric, Schenectady, N. Y.

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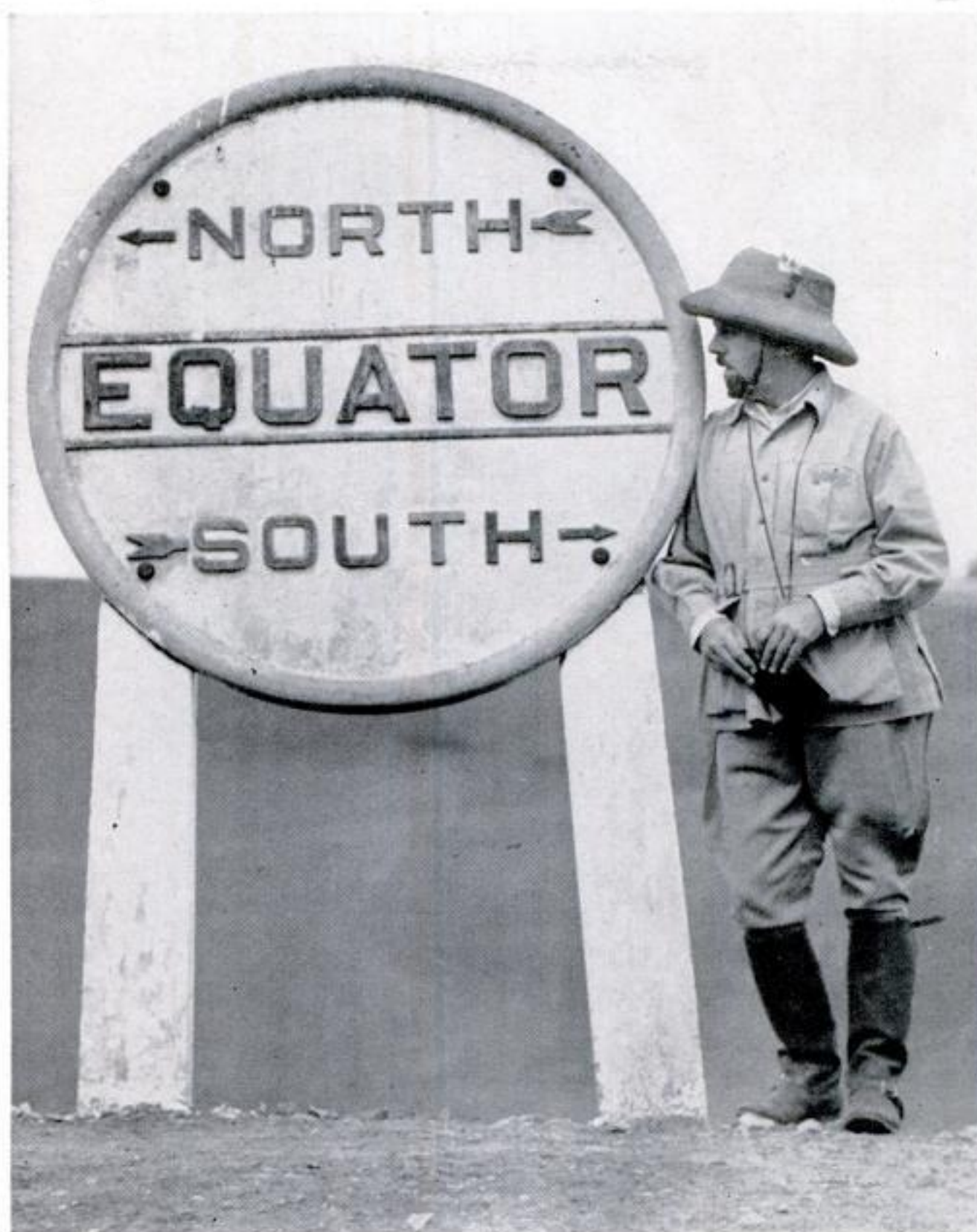
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THERE'S a sparkle in a sportsman's eye when he handles a Pendleton Shirt. He thinks of the out of doors—he wants to get out and have that shirt on his back. It looks like an outdoor man's shirt—and it IS! Soft, fleece wool fabrics insure warmth and comfort. Pendletons are styled and handsomely tailored for action freedom. Make your selection from Pendleton exclusive designs. Plaids, checks and solid colors. At your favorite store, \$5 to \$10. If they can't supply you, write direct for catalog and sample fabrics. Pendleton Woolen Mills, Portland, Oregon.

SCOTT
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No.
569

PENDLETON VIRGIN WOOL
Shirts



William C. Handy, composer of *St. Louis Blues*, tootled the trumpet in New York's Carnegie Hall Nov. 21 at a special concert of Negro music in celebration of his 65th birthday. Mr. Handy wrote the *Blues* in 1914, from them gets \$25,000 a year.



FOR HIS Christmas ... WEBSTERS

Give a man his Christmas choice and he'll decide on Websters. Pleasant as the holiday cheer—from the finely wrought craftsmanship of the slender Golden Wedding to the satisfying fragrance of the Fancy Tales—they'll greet his taste delightfully. Websters are an all-year-round gift of which he'll never tire. Sold in the new Christmas packages at the counters that count with smoking men.

WEBSTER

GOLDEN WEDDING, 10c

PERFECTO CHICO, 10c

QUEENS, 2 for 25c • FANCY TALES, 15c

First in the Social Register



The fraternity president of Phi Sigma Kappa, John Zobrist, gets grease-paint Hitler mustache from Harold Neely.



Ralph Patterson imitates Der Führer with the aid of a wet comb and his R.O.T.C. khaki breeches, belt and shirt.

Life goes to a Hitler Party In West Virginia



ROOMFUL OF WEST VIRGINIA HITLERS DANCING WITH THEIR

Hitler face-making (left) was one diversion at the party. Führer in the center is wearing a pre-War spiked helmet.

"Every Man a Führer" party brings out flock of imitation Hitlers

Until the whole nation's outraged indignation at the Nazis' anti-Jewish Terror made itself felt, many Germans liked to believe that anti-Nazi sentiment and anti-Nazi demonstrations in the U. S. were limited to the big cities of the Eastern seaboard. There Germans ignorantly argued that anti-Nazi parades and protests are organized and financed solely by American Jews and their Communist friends.

One place where an anti-Nazi demonstration certainly could not be bought and paid for is the stanchly Anglo-Saxon State of West Virginia, whose mountaineers still sing Elizabethan ballads and speak with what philologists believe is an Elizabethan accent, and whose general disinterest in the outside world is the foundation for a whole school of American humor. Yet when the brothers of Phi Sigma Kappa, largest fraternity at the University of West Virginia, wrestled with the problem of a fancy-dress Ball for the night before the West Virginia-Georgetown game, the idea of an anti-Nazi party at which everybody would come disguised as Adolf Hitler was enthusiastically adopted.

Two facts made this plan easy to adopt: Hitler's forelock and smudge of a mustache make him the easiest public character in the world to imitate, and the University of West Virginia is a land-grant college. Military training is compulsory—hence brown shirts and Sam Browne belts are plentiful.

Phi Sigma Kappas and their pledges decorated the clubhouse with homemade murals executed on wrapping paper. A huge cardboard Hitler was tacked up over the entrance, swastika arm bands were handed to all guests, and root beer and pretzels were served for supper. A Grand Goose Step took the place of the Grand March, and when the party ended, Phi Sigma Kappas imitated the 1933 Nazi book-burning by making a fine bonfire of all the posters and decorations. Phi Sigma Kappa invited all the W.V.U. fraternities to their party, got an attendance of 200. Though the party had been planned since mid-October, it so happened that West Virginia's fake Nazis were burlesquing Adolf Hitler on the very day (Nov. 11) that real Nazis were beating Jews, smashing windows and looting stores throughout Germany.



Der Fueher der Better reads the sign above these students, who are listening respectfully to an undergraduate crooner.



GIRL FRIENDS AT THE HEIGHT OF THEIR ANTI-NAZI PARTY

A "swastika dance" is improvised by Dan Carr (right) before a goose-step mural drawn by three fraternity brothers.



CONTINUED ON NEXT PAGE



TRADE TROPIC PALMS
FOR MISTLETOE!!

A game of golf on Christmas day—a dip in the ocean for New Year's! The Holidays take on a thrilling newness in Miami Beach—gay and colorful, warm and friendly. Everything is in full swing—all you've always wanted to see and do. Children especially, freed from shut-in school routines, revel in the carefree escape. In this year of widespread foreign unrest, America's own tropics are doubly alluring. Far from winter, yet close to home, this truly golden opportunity is waiting—an unforgettable Christmas vacation in sun-swept Miami Beach. It's an ideal time to make your dreams of a Miami Beach vacation come true!



THERE'S ONLY

ONE **MIAMI BEACH**

★Miami Beach continues to increase in favor with America's leaders. This year you may share their pleasure in these sun-swept tropics, because the current record building program means more room, more favorable budgets for more people than ever before.

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(6)

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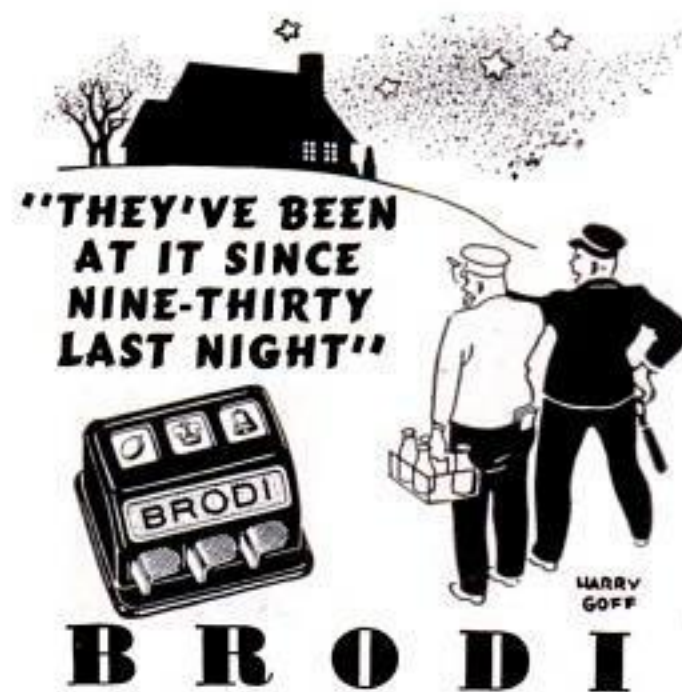
West Virginia Nazi Kidding (continued)



Fruit-juice punch, non-alcoholic, was the alternative to root beer and pretzels. Carroll Smithson is pouring. Party lasted from 8:30 to 11:30, was most abstemious.



Between Hitler's legs, Jane Shaffer and William Brooks sit out a dance. "Heil Hoyas" refers to Georgetown University, West Virginia's opponent in next day's game.



BRODI

When you see lights glimmering in the wee sma . . . hear rattling chips, excited laughter . . . ten to one Brodi has another crowd jitterbuggy with excitement. For Brodi's like that . . . it's an 80 m.p.h., win or lose game that no one can resist. Try it and see. Get your set today for a big time tonight. 50c, 75c, \$1, \$1.50. Your dealer has it. And he'll show you these other favorites . . .

4-5-6 PICK UP STICKS . . .
Always a hit anywhere, 25c, 50c, \$1.00.

TIDDLE TENNIS . . .
Table tennis with tiddly winks, 50c.

TU-FANG . . .
Dragons, emperors, buckets of luck, \$1 and \$2.50.

FAN-TEL . . .
The fan that tells all, 25c.

If your dealer cannot supply you, order direct

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For Christmas~
Give the world's most honored pipe tobacco!

YOU can pay a pipe smoker no higher compliment than to give him a tin of CRAVEN MIXTURE for Christmas! For here, indeed, is a tobacco worthy of his finest briar.

Created originally for the personal pleasure of the third Earl of Craven, some 70 years ago, this fine old English blend has since become the first choice of informed pipe smokers the world over.

CRAVEN MIXTURE is a man's tobacco. Deliciously mild, yet rich in flavor and fragrance. A blend immortalized by Sir James M. Barrie in "My Lady Nicotine" as "a tobacco to live for" . . . Available in the U. S. at the better hotels, clubs and tobacco shops.

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CARRERAS, Ltd., Dept. BL, 247 Park Ave., N. Y. C.
I was unable to get Craven Mixture from my local dealer. I enclose 35c in stamps for 1½ oz. tin.

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Va-tro-nol is specialized medication for nose and upper throat—where most colds start. You can feel the tingle as this stimulating medication goes right to work to aid Nature's own cold-fighting functions in the nose. Used at the first nasal irritation, snuffle, or sneeze—just a few drops up each nostril—it helps to prevent many colds from developing... and even when your head is all stopped-up from a cold, Va-tro-nol clears away mucus, shrinks swollen membranes, lets you breathe!

YOU CAN FEEL ITS TINGLING MEDICATION GO TO WORK

VICKS VA-TRO-NOL

WORLD'S MOST WIDELY USED MEDICATION OF ITS KIND



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The Goose Step that opened the anti-Nazi Ball was led by a pretty girl leading a dachshund. W.V.U.'s military training courses do not include the proper technique.



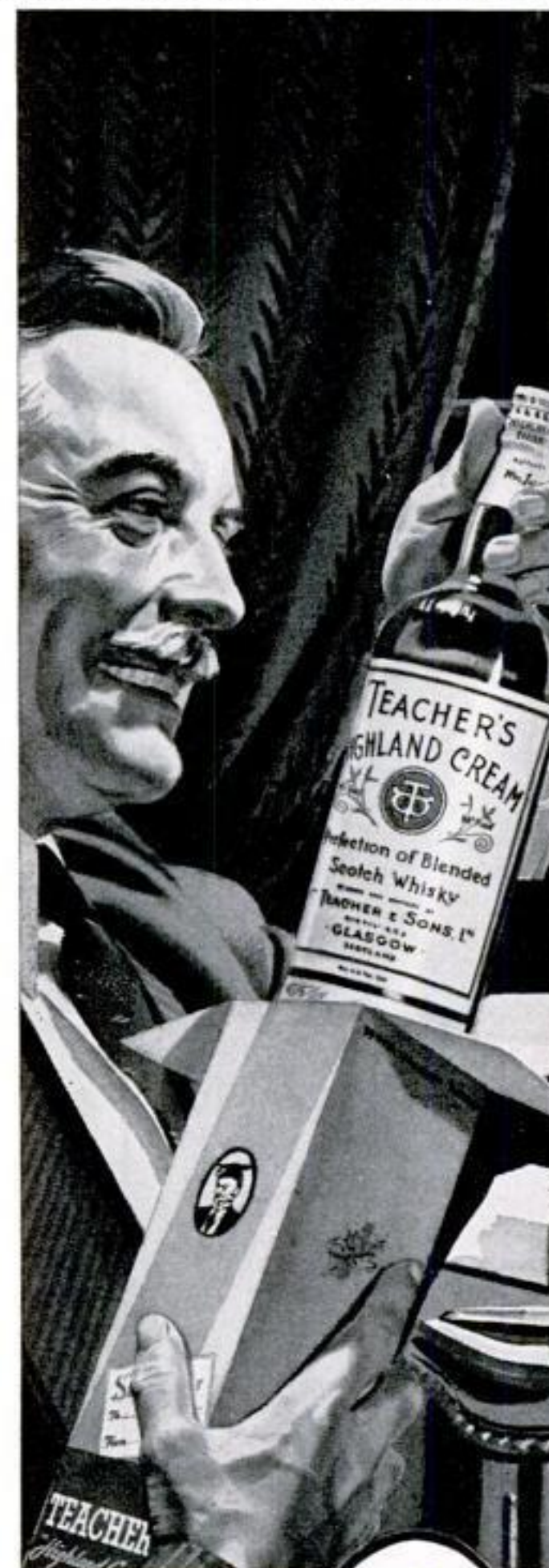
Hitler, All-Aryan football hero, trampling on Austria and running away with Sudeten area, was drawn by William Spriegel. On floor, John Hardway and Ruth Hughes.



The bonfire warming this cosy couple was not anti-Nazi decoration but a larger football bonfire built on parade ground. Next day's score: Georgetown, 14-W.Va., 0.

TEACHER'S

Perfection of Blended SCOTCH WHISKY



"It's the flavour"

86 PROOF

Men appreciate Teacher's for Christmas. Year after year, its hearty good cheer makes your Christmas giving easy. Give a man this Scotch he will like.

Made since 1830 by Wm. Teacher & Sons, Ltd., Glasgow

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"I have used
G-E Photoflash Bulbs
under the most
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**WITHOUT A SINGLE
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on the part of the light"

... says
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As dependable for you as for professionals. G-E MAZDA Photoflash lamps give plenty of light to get good, clear shots indoors or at night, every time ... and to get them with all modern films. Split-second flash catches vivid, unposed shots of children and pets. Easy to use, in flashlight battery outfit or light sockets. Grand for color pictures. Each lamp gets one photo. For pictures you don't want to miss, get G-E Photoflash bulbs.



For dozens of
shots like these
G-E
PHOTOFLOODS



G-E MAZDA Photoflood lamps last for dozens of pictures. Two G-E Photofloods in inexpensive reflectors and new superspeed film permit snapshots with box cameras. And they're just what you need for home movies. Get busy this Christmas!

For better pictures, get G-E

FOR ACTION

... use G-E MAZDA Photoflash lamps. Each bulb gets one good picture.

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G-E MAZDA PHOTOFLOOD LAMPS

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No. 2
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GENERAL ELECTRIC
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PICTURES TO THE EDITORS

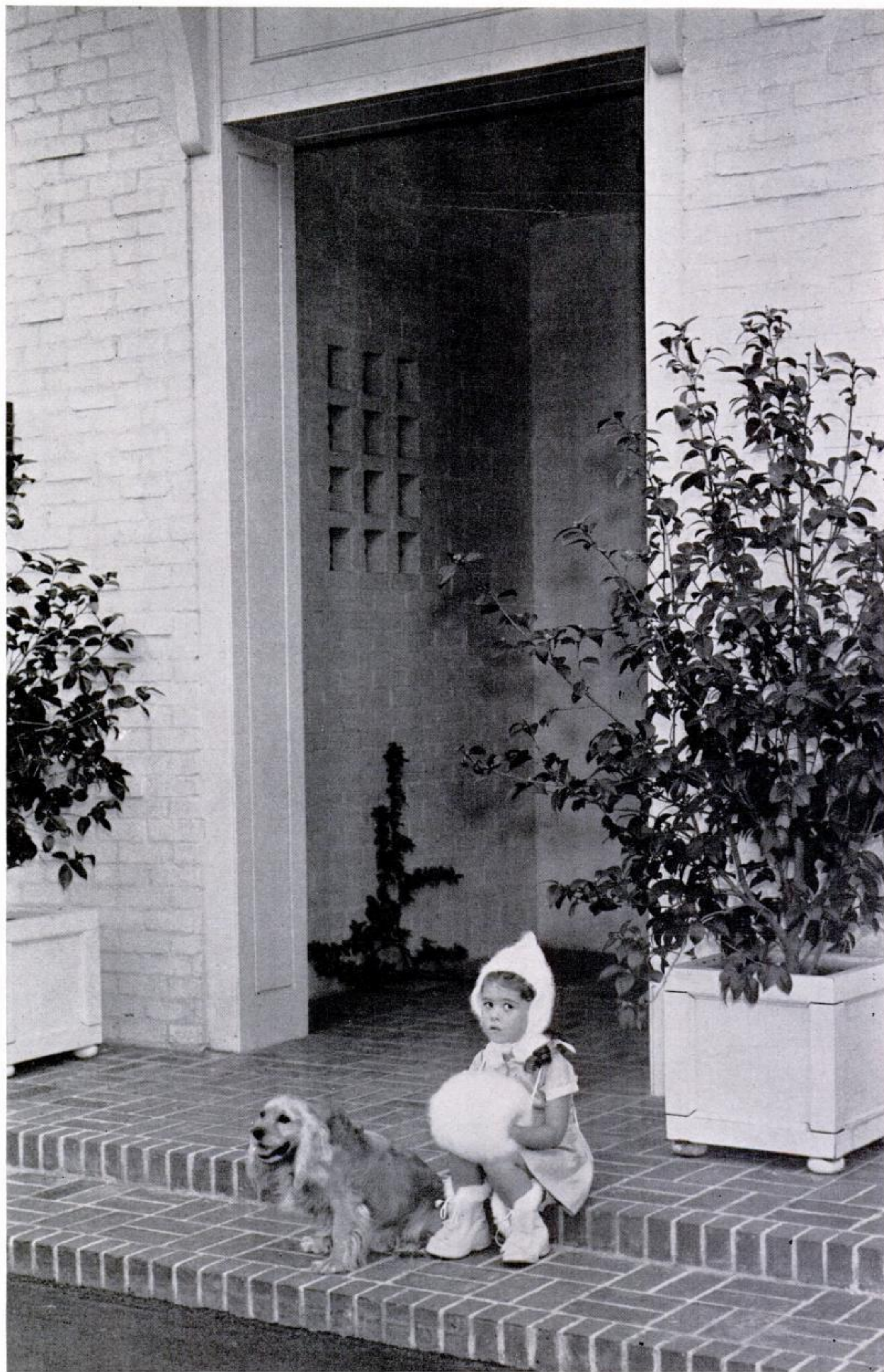
MELINDA

Sirs:

Photographer Ned Scott took this portrait of a young Beverly Hills, Calif., citizen as the first nip of autumn in the air sent her scurrying into brand-new muff,

galoshes and cowl. That she poses so nonchalantly is no mere accident. Her mother is famous Movie Star Joan Bennett, her father famous Screenwriter Gene Markey. Her name is Melinda and her age is 4.

RINGO MANSHIP
Los Angeles, Calif.



BY AIRMAIL

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You can still give your favorite friends and your favorite families your favorite magazine for Christmas...

You can still make sure that LIFE's informative, eye-opening pages will remind them—fathers and mothers and grandparents and children—of your Christmas thought—not once, but 52 times a year...

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NO SQUEAKS

FOR THE WISE THIS WINTER!



SNOW, SLUSH CAN'T WASH OUT MOBILGREASE

YOU'LL SMILE, too—when you see how easily your car steers, how quietly it runs—after you've given it *Mobilgrease*! New millions of motorists each year are finding out that this clean, tough, waterproof grease *protects cars longer...keeps them safer!* That's why they buy it...why Mobilgrease sales are climbing so steadily!

Stop today at your Mobiloil Dealer's for Mobilgrease...enjoy a safe, quiet, smooth-running car this winter.



MUST BE A MIGHTY
GOOD REASON
WHY MILLIONS USE IT.
I'M GETTING
MOBILGREASE TODAY!

Mobil *SOCONY-VACUUM*
Lubrication
COSTS NO MORE THAN AN ORDINARY GREASE JOB

PICTURES TO THE EDITORS

(continued)

REACTION

Sirs:

My employer, William P. Way, asked his daughter Ellen Farnsworth, what her reaction would be if she should suddenly

turn to see her mother's hair on fire. Her alert father caught Ellen with his Leica as she gave the answer.

JULIUS J. SPECTOR
New York, N. Y.



REMINDER

Sirs:

Whoever paints the signs in the north of England wastes no words—or space. I was sailing along with no special regard for the usual "steep-grade" warnings

when this terse, grim reminder made me clutch the wheel, jam on the brakes and continue in prayer. It's on the Honister Pass, a few miles from the Scottish border.

WALTER MacPHERSON
New York, N. Y.



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Have Fun!

MAKE THESE DELICIOUS Chocolate Kriss Kringles Cookies ...AND LET HUBBY HELP!



He'll be poking his nose into the kitchen anyway—the minute he smells Baker's Chocolate!

Men love chocolate foods, you know, when the flavor is full and rich as Baker's Chocolate makes them. And men love to cook! You can have a lot of fun turning this Christmas cooky job into a family affair.

The cookies are so easy—made from one simple, inexpensive recipe! You vary them with the decorations. Our own taste ran to stars, moons and comets—suggesting



Santa's rollicking route to your chimney. But you'll think of other designs. And you'll be surprised how this sort of thing brings out the artist in Hubby!



Be sure, now, to make plenty of cookies! They're useful so many ways . . . to decorate the Christmas Tree . . . to tie in cellophane for neighborly gifts . . . to pass when your friends drop in. But remember—it takes the richness of Baker's Chocolate to give them this dandy color and appetizing, *real chocolate* taste! In fact, with *any* chocolate food, you'll find, Baker's Chocolate is always *your first step to success*.

BAKER'S CHOCOLATE *Kriss Kringle Cookies*

2 cups sifted flour
1½ teaspoons Calumet Baking Powder*
½ teaspoon soda
¼ teaspoon salt
½ teaspoon cinnamon

¾ cup butter or other shortening
1½ cups sugar
2 eggs, well beaten
3 squares Baker's Unsweetened Chocolate, melted

Sift flour once, measure, add baking powder, soda, salt, and cinnamon, and sift three times. Cream butter, add sugar gradually, creaming until light and fluffy. Add eggs and chocolate, beat well. Add flour, a small amount at a time, mixing well after each addition. Chill thoroughly. Roll ⅛-inch thick on slightly floured board.

Cut with floured cooky cutters in fancy shapes. Decorate, using granulated sugar, red or green sugar, or coconut; white butter frosting; halved or finely chopped almonds (blanched); tiny colored candies, small red wintergreen or cinnamon candies, candied caraway seeds, or silver dragées; candied cherries; strips of citron or angelica. Cut strips with sharp scissors. Makes about 3 dozen cookies.

*This recipe has been developed with Calumet Baking Powder. If another baking powder is used, adjust the proportions as recommended by the manufacturers. (All measurements are level)



Famous since 1780, Baker's Chocolate is a product of General Foods.

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Free!

Chocolate Peppermint Cake! Chocolate Cream Pie! A new kind of Devil's Food! These and eleven other gorgeous cake, pudding, candy and beverage recipes (illustrated in full color) *yours free!* Just mail this coupon—today!—to:

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(If you live in Canada, address General Foods, Ltd., Cobourg, Ont.) (Offer expires June 1, 1939)

High-tension times are hard on nerves



BEAGLE HOUND—English fox-hound in miniature. Solid and big for his inches, true beagle has the long-wearing look of the hound that can last in the chase. One of the oldest breeds in history—close to the original breed of hounds. U.S. standards specify 15 inches maximum height—any true hound color acceptable.

**He's giving his
nerves a rest...**

and so is he

A DOG'S nervous system is just as complex as your own. His reactions are lightning-quick. But when his nerves need a rest, he understands that it's time to stop and relax. We, being human, often neglect to give our nerves protective rest periods. We keep going—often pressing on hour after hour, heedless of nerve tension. Take a lesson from the dog's

instinct for protection. Ease up—rest your nerves. Let up—light up a Camel. Keeping Camels at hand provides a delightfully pleasant way of giving your nerves a rest. Often through the day, enjoy the mildness of Camels—the rich flavor of their ripe, expensive tobaccos. Smokers find Camel's costlier tobaccos so soothing to the nerves.

**People who know the sheer joy
of an active, effective life say:**

"Let up—Light up a Camel!"



COVERING TRIALS, ACCIDENTS, sports puts a big strain on the nerves of crack Western Union telegrapher, George Erickson. "I avoid getting my nerves tense, upset," says operator Erickson. "I make sure to ease off frequently, to give my nerves a welcome rest. I let up and light up a Camel."

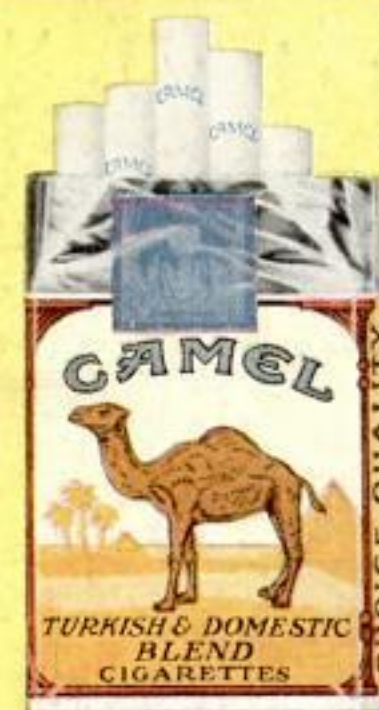
IN THE HEART OF THE CONGO, Leila Denis and her explorer husband filmed Universal Pictures' epic, "Dark Rapture." Camels were an important item in Mrs. Denis' 42,000-mile trek. She says: "Such ventures can be quite nerve-straining, but it's my rule to pause frequently. I let up and light up a Camel. Camels are so soothing."



DID YOU KNOW:



—that tobacco is dried for the market, or "cured" by several general methods—which include air-cured and flue-cured? Not all cigarettes can be made from the choicest grade tobacco—there isn't enough of it available! Therefore, it is important to know that Camel cigarettes are a matchless blend of finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic.



Smoke 6 packs of Camels and find out why they are the **LARGEST-SELLING CIGARETTE IN AMERICA**



Let up—Light up a Camel

Smokers find Camel's Costlier Tobaccos are Soothing to the Nerves

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